

THE **Elks**

MAGAZINE

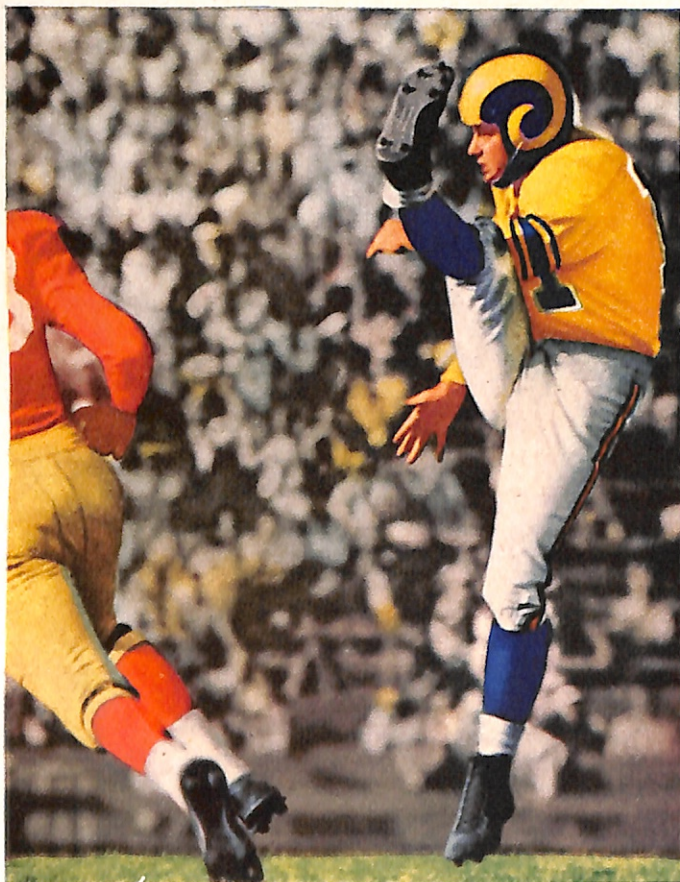
OCTOBER 1956





NORMAN VAN BROCKLIN, LOS ANGELES RAMS, DISCOVERS WHY

# VICEROYS Are Smoother



Norman Van Brocklin gets off one of the booming punts that have earned him top kicking honors in the National Football League. The Rams' backfield ace is an enthusiastic Viceroy fan. "That smoother Viceroy taste can't be beat!" he says.



Here's why Norman Van Brocklin finds Viceroy's are smoother: Only Viceroy has 20,000 filters in every tip... twice as many as the other two leading filter brands—the most filters for smoothest taste!

*Twice As Many Filters*  
in every Viceroy tip as the other  
two largest-selling filter brands



VICEROY'S EXCLUSIVE FILTER IS MADE FROM PURE CELLULOSE—SOFT, SNOW-WHITE, NATURAL!





The Most Amazing **DANCING DOLL** in the world

# NINA BALLERINA

**SHE'S ALMOST 2 FEET TALL**



Long, rooted  
Saran hair

Unbreakable

Expensive  
ballerina  
costume

Guaranteed  
mechanism



*She Toe Dances*

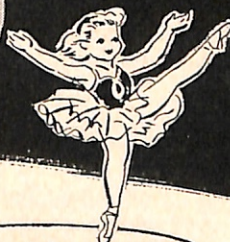


**NATIONALLY  
ADVERTISED \$9<sup>95</sup>**

**Sale Price**

**\$4<sup>95</sup>**

*She Kicks High*



*She Does Splits*



*She really walks on her toes!*

Presenting Nina Ballerina, the sensational toe-dancing doll. She rises a glorious 20" on the toes of genuine Capezio ballet slippers and dances as you hold her hand. She does splits, kicks high, turns her head and flashes huge eyes . . . all with the grace of a true Prima Ballerina. Her petal-soft vinyl face is crowned with thick, glossy Saran hair you can wash, comb and curl into endless glamorous styles. She comes 'on stage' in a real ballerina costume . . . thigh-length hose, frothy net skirt and gleaming real lamé bodice. Nina can sit, walk and sleep too . . . her fully jointed body is unbreakable. Completely guaranteed dancing mechanism. She's the dream doll of every little girl—and it costs so little to fulfill that dream.



## MONEY BACK GUARANTEE

**Niresk Industries, Inc., Dept. BN-17  
4757 Ravenswood Ave., Chicago 40, Ill.**

Please rush Nina Ballerina, the most amazing Dancing Doll in the world, at \$4.95.  
Full purchase price refunded if not 100% satisfied.

☐ Send C.O.D. plus postage.

☐ \$4.95 enclosed—ship prepaid.

NAME \_\_\_\_\_

(please print)

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

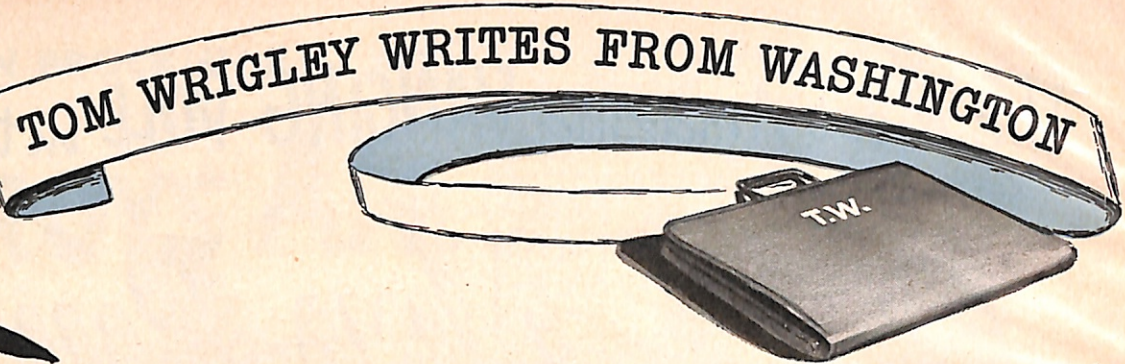
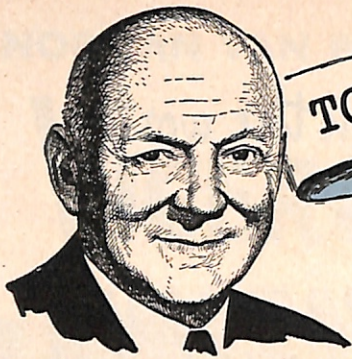
(In Canada \$5.95). Niresk, 214 Main Street, Toronto 13, Ontario.

Copyright 1956 by

**NIRESK INDUSTRIES, INC.**

4757 Ravenswood Ave., Chicago 40, Ill.





**N**OW is the time when all good Congressmen come to the aid of their party. Senators and Representatives are back in their bailiwicks ready to let loose in October a thunder of oratory never before equalled in history. The number of speeches and vocal blasts may not exceed those of other hectic presidential campaigns 'tis true. But what with more film and tapes and platters used on TV and radio again and again and again voters are being exposed to a fall-out of political dusting which will spread over the backwoods of the most remote sections. The technique of speech-making to influence people who can cast a vote has been developed to an amazing degree. While the action of members of Congress now shifts to the field, Capitol Hill still teems with activity. Secretaries and administrative assistants are working long hours in their offices and are quick to produce material, answer a multitude of inquiries and plan various angles of the drives for votes. There are some quiet places, however. Congressmen in strong Democratic or Republican districts with their primary battles over can sit back and give advice. Two thirds of Senate members do not go out of office this year and have no personal worries.

#### IKE KEEPS TIME

President Eisenhower's press conferences are of 30 minutes duration. News-men know that but a recent session lasted 31 minutes 15 seconds. Ike took it all with good nature but White House reporters were reminded how closely the time of the President is measured.

#### K. P. BREAK

Enlisted men in the Army will be interested to know that under Army Regulation 260-55 Ch. 4 they are not required to do K. P. or other work in officers' clubs if competent civilians can be hired. If a G. I. volunteers to work during off-duty hours he must be paid the same rate as civilians.

#### HUNTING HURRICANES

Scientists are now on location to find out what mixture of moisture, temperature, winds and perhaps sun spots brew the Caribbean hurricanes. The project is called National Hurricane Research and at its head is Robert H. Simpson of Corpus Christi, Texas, who at age 7 nearly lost his life there in a whing-ding of a blow.

NHRP is hunting hurricane secrets with rockets, special balloons, radar and planes. New electronic devices are being tried. The Weather Bureau, Air Force, Army Engineers, Navy and Coast Guard are helping. Hurricane hunter Simpson has been tracking them since 1945. He has ridden over several of them at 40,000 feet and likes it.

#### AID AIR CADETS

The U. S. Air Force Academy, being built near Colorado Springs, Colo., will have a lot of things not paid for with federal appropriations. The U. S. Air Force Foundation is raising funds for facilities which could not be included in the government costs. One of the first "extras" will be a huge football stadium to put the Air Force cadets in proper competition with Annapolis and West Point. The new Academy will house a corps of 2,496. The airfield will have 8,300-foot runways.

#### ENGINEERS NEEDED

Engineers and scientific personnel are badly needed by plane manufacturers but only about half of the high schools have courses in math, physics and chemistry. This situation alarms Rep. William E. Hess of Ohio, senior member of the House Military Affairs Committee. He said: "In 1942 it took 600,000 man hours to produce a plane. Today it takes 10,000,000."

#### PAINLESS NEEDLE

Walter Reed Hospital, the Army medical center, has a new hypodermic needle which is practically painless. The Army Institute of Research, with Lieut. Col. Robert B. Lindberg in charge of the project, developed the hypo "jet gun." Over 25,000 service men have been given inoculations and they say they never feel the needle. The device is now being used to give Salk polio shots. It looks like the round end of a fountain pen, with a small suction cup to keep it on the arm. Hydraulic pressure shoots the vaccine into the arm when the trigger is pressed.

#### HUSH-HUSH MYSTERY

Each week one of the government's most secret panels, the National Security Council, meets in a hush-hush pow-wow in the White House. At each place around the council table is a special kind of mechanical pencil and a special pad of

note paper. When the session is over the pencils and papers are carefully collected to keep any tell-tale secrets from getting out of bounds. Two of the pencils disappeared recently and there has been quite a hullabaloo to find them.

#### COMFORTS IN CONGRESS

Members of the next Congress will find life in the Capital somewhat easier. They will get a 50% raise in pay, from \$15,000 to \$22,500. They will have more money for clerk hire, for stamps, telegrams and phone calls. And the Senate has provided funds so that two members of each senator's staff can have a round trip each year to the senator's home town. A new Senate office building is well on its way, there will be another House Office Building and the front of the Capitol will be rebuilt to make more room.

#### MALE NURSES OKAY

There are now 141 male nurses in the Army and Air Force and they have made good to the delight of Mrs. Frances L. Bolton, Member of Congress from Ohio. For five years Mrs. Bolton fought to have men admitted to the Army Nurse Corps and a year ago her bill passed. The men have been well received by the 8,200 women nurses in the services. But there were a lot of snickers when a big 6-foot 2 recruit joined a class of 68 girls at Gunter Air base in Ala. and began rolling bandages. The men are particularly good in handling psychiatric cases, some of which are considered much too dangerous for women nurses.

#### FEDERAL FLIPS

Cost of living is at an all time high but wages in many lines are record high . . . Marriages now total around 1,500,000 a year in this country, with divorces at the 380,000 mark . . . Agriculture Department estimates the average American will eat 126 pounds of meat this year, a gain of 1.3 pounds over 1955 . . . National Science Foundation has given Georgetown University \$100,000 for research in developing foreign language translating machines . . . NBC will build a new \$4,000,000 TV plant here . . . The Washington area will have 3.5 million population by 1980, the National Capital planning Commission forecasts . . . The GOP slogan of "Peace, Progress and Prosperity" was used in 1920 by James M. Cox, Democrat, who lost.



Get into...

# PLASTIC LAMINATING AT HOME!

Sensational New  
**"ONE MAN  
BUSINESS"**  
..pays \$10 to \$20 profit  
for each dollar of cost.

Make \$20 to \$30 a day by our  
**MAGIC MAIL PLAN...** get  
orders and cash from your mailman!

Here's the newest and most fascinating of all home-operated businesses. For the first time, a simplified machine brings the fabulous profits of Plastic Sealing and Plastic Laminating within the reach of the small operator. Can be

operated in a corner of the kitchen, basement, or garage. And any man or woman, regardless of age, education, or experience—can learn this interesting work in a few minutes of reading—can turn out professional jobs after one hour's practice.

## TWO EXCITING FIELDS FOR BIG PROFITS!

No house-to-house canvassing. No face-to-face selling. We not only supply the equipment you need for the work, but also show you exactly how to cash in big daily profits from two big demand fields.

### A FORTUNE IN PLASTIC SEALING

Millions of people want to protect valuable cards, photographs, documents and papers against wear, soil, and damage. By our MAGIC MAIL Plan you get this business through the mails. Open envelopes and take out money and orders. Details of this plan will amaze you. It will be sent free. Just mail coupon.

### ENORMOUS PROFITS IN LAMINATING

A creative, artistic business. Gift shops sell your entire output. Just a few of thousands of giftwares illustrated on this page. Beautiful colors. Endless designs. Exclusive "one of a kind" appeal brings sales at ten to twenty times the cost of materials. Beautiful illustrations and instructions for making these artistic novelties sent free.

**NO MONEY—  
Just Send Name!**

**WARNER ELECTRIC CO.**  
1512 Jarvis, Dept. L-1810 Chicago 26, Illinois

The opportunities in Plastic Laminating are so big that space here does not permit even skimming the surface. To get any idea

**FREE**

at all of the size of these markets and your place in this sensational business you must read the details. See for yourself how easy it is to do the work—how you can put plastic sheets into your machine and take out a fortune—how money and orders come to you in the mail—how gift shops clamor to get more and more of your creations—how you can start with one machine and build up a big production plant with others doing the work—how you can get money and business from every State in the Union—how you can achieve independence without study or experience.

**RUSH COUPON**

Never before has such an opportunity been offered the small, home-operator—an opportunity to gain complete personal independence in a big money business of your own. Don't lose a minute. Get the facts at once. All information, fully illustrated with pictures, is free. Send the coupon—or send your name and address on a postcard. There is no charge now, or at any other time. Send for the information on this exciting opportunity today.



### \$5-\$10-and \$20 BILLS COME TO YOU IN THE MAIL

By our MAGIC MAIL Plan you sit at home, send out mail, and get back money and orders. Additional profits in supplying lifetime protection for **SNAPSHOTS—IDENTIFICATION CARDS—DISCHARGE PAPERS—DRIVERS' LICENSES—SOCIAL SECURITY CARDS—VOTERS REG. CARDS—MENUS—BIRTH CERTIFICATES—CREDIT CARDS—BIRTH AND WEDDING ANNOUNCEMENTS—PASSES—DOCUMENTS.**

Lifetime protection. See how laminating prevents soiling, wear, and moisture damage with flexible, plastic covers.



### Thousands of Beautiful ART CREATIONS

Made by Laminating as explained in our Free information. Send coupon for list and pictures of **COSTUME JEWELRY—JEWELS—CIGARETTE BOXES—CUFFLINKS—NOVELTY BUTTONS—TRAYS—CANDLESTICKS—COASTERS—CLOCK CASES—LAMP BASES—PICTURE FRAMES—BOOK ENDS—CHARMS—ADVERTISING SIGNS—NAME PLATES—BELT BUCKLES—CHECKERS—PAPER KNIVES—CHESSMEN—BOOKMARKS—TIE RACKS—KEEPSAKES OF ALL KINDS.**

**WARNER ELECTRIC CO.,** Dept. L-1810  
1512 Jarvis Avenue, Chicago 26, Illinois

Please mail, postage prepaid, complete information with illustrations showing the things I can make and the money possibilities in Plastic Laminating. All this is free. No Salesman is to call. Also, tell me how I get orders and money from my Postman by the MAGIC MAIL Plan.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



## Burroughs shows you how to mechanize your bookkeeping for as little as \$510

Is your business big? Medium-sized? Small? Makes no difference! Burroughs offers you the exact machine you need to step-up every bookkeeping job—and cut your accounting costs to the bone!

Low initial investment (from \$510) is only the beginning of the savings you enjoy with a Burroughs. For the speed, accuracy and versatility of every Burroughs Bookkeeping and Accounting Machine pays off in on-the-job savings (they're really big!) by allowing you to do your bookkeeping in much less time. Proof? All you want! Just mail the coupon.

SEND FOR FULL INFORMATION!

**BURROUGHS CORPORATION**  
Detroit 32, Michigan

I want to know all about the low-cost Burroughs machine that will speed up and simplify my bookkeeping. E

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## HOW WALL STREET JOURNAL READERS GET AHEAD

By a Subscriber

"One day I picked up The Wall Street Journal in a railroad club car. I expected dull reading. Imagine my surprise when I found some of the brightest, most interesting articles I ever read.

"I sent for a Trial Subscription. For the first time in my life I began to understand why some men get ahead while others stay behind. I learned about the far-reaching changes taking place in America. I found out about new inventions, new industries and new ways of doing business that are helping ambitious men earn money. My Trial Subscription to The Journal cost me \$6. It showed me how to increase my income."

This story is typical. The Journal is a wonderful aid to men making \$7,000 to \$20,000 a year. To assure speedy delivery to you anywhere in the U.S., The Journal is printed daily in five cities—New York, Washington, Chicago, Dallas and San Francisco.

The Wall Street Journal has the largest staff of writers on business and finance. It costs \$20 a year, but in order to acquaint you with The Journal, we make this offer: You can get a Trial Subscription for 3 months for \$6. Just send this ad with check for \$6. Or tell us to bill you. Address: The Wall Street Journal, 44 Broad St., New York 4, N. Y. EM-10

# THE Elks

VOL. 35

MAGAZINE

No. 5

NATIONAL PUBLICATION OF THE BENEVOLENT AND PROTECTIVE ORDER OF ELKS OF THE UNITED STATES OF AMERICA. PUBLISHED UNDER THE DIRECTION OF THE GRAND LODGE BY THE NATIONAL MEMORIAL AND PUBLICATION COMMISSION.

THE ELKS NATIONAL MEMORIAL AND PUBLICATION COMMISSION

JOHN S. McCLELLAND  
Chairman

EMMETT T. ANDERSON  
Vice-Chairman

JAMES T. HALLINAN  
Treasurer

WADE H. KEPNER  
Secretary

CHARLES E. BROUGHTON  
Asst. Secy. and Asst. Treas.

JAMES R. NICHOLSON  
General Manager

LEE C. HICKEY  
Editor

REGINA M. FISHER  
Associate Editor

JOSEPH C. JONES  
Art Editor

GENEVIEVE G. CONOVER  
Advertising Production

W. H. MAGRATH  
Controller

JOHN SCHMITT  
Circulation Manager

EDWARD FAUST  
Promotion Manager

EDITORIAL OFFICES, 386 Fourth Avenue, New York 16, N. Y.

## CONTENTS FOR OCTOBER, 1956

COVER BY JAMES LOCKHART

TOM WRIGLEY WRITES FROM WASHINGTON.....	2
DISTRICT DEPUTIES.....	6
ABC—SYMBOL OF CIRCULATION VALUE.....	7
A MESSAGE FROM THE GRAND EXALTED RULER.....	8
ELKS NATIONAL FOUNDATION—"The Joy of Giving".....	9
WONDERFUL JOURNEY.....	10
DO CAMPAIGNS CHANGE ELECTIONS?.....	12
NEWFOUNDLAND FOR CARIBOU.....	14
FOR ELKS WHO TRAVEL.....	16
A LEAF FROM THE DIARY OF THE ELKS NATIONAL SERVICE COMMISSION.....	18
ELKS FAMILY SHOPPER.....	20
NEWS OF THE LODGES.....	32
NEWS OF THE STATE ASSOCIATIONS.....	34
THE ELKS ARE PITCHING—FOR THE KIDS.....	36
FREEDOM'S FACTS.....	43
FREEDOM FOUNDATION'S AWARDS PROGRAM.....	44
TRAVELGUIDE.....	46
ELKS WORKSHOP.....	52
EDITORIAL.....	55



ADVERTISING OFFICES



CHICAGO 1  
360 North Michigan Avenue  
STATE 2-6662

NEW YORK 16  
386 Fourth Avenue  
MURRAY HILL 4-5495

LOS ANGELES 17  
1709 West 8th Street  
DUNKIRK 8-5187

SAN FRANCISCO 4  
927 Mills Building  
EXBROOK 2-4073

PORTLAND 4, ORE.  
217 Times Building  
CAPITOL 7-3718

CHANGE OF ADDRESS: POSTMASTER—Please mail Form 3579 notices to: THE ELKS MAGAZINE, 386 Fourth Avenue, New York 16, N. Y.

Members are asked, in changing address, to send this information (1) Name; (2) Lodge number; (3) Membership Number; (4) New address; (5) Old address. Please allow 30 days for a change of address to be effected. THE ELKS MAGAZINE, Volume 35, No. 5, October, 1956. Published monthly at McCall Street, Dayton, Ohio by the Benevolent and Protective Order of Elks of the United States of America. Entered as second class matter November 2, 1940, at the Post Office at Dayton, Ohio, under the Act of August 24, 1912. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1922. Printed in Dayton, Ohio, U.S.A. Single copy price, 20 cents. Subscription price in the United States and its Possessions, for Elks \$1.00 a year; for non-Elks, \$2.00 a year; for Canadian postage, add 50 cents a year; for foreign postage, add \$1.00 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this Magazine assumes no responsibility for their safety. Copyright, 1956, by the Benevolent and Protective Order of Elks of the United States of America



**NEW! 1957 MODEL**

- ⚡ **FRIES**
- ⚡ **BAKES**
- ⚡ **STEWES**
- ⚡ **BRAISES**
- ⚡ **CHAFES**
- ⚡ **GRILLS**
- ⚡ **CASSEROLES**

# Automatic ELECTRIC FRYER-SKILLET

**WITH CONTROLLED HEAT**

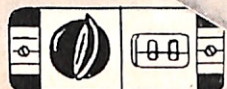
*Heavy Cast Aluminum*

**FACTORY-TO-YOU!**  
Regular \$29.95 Value

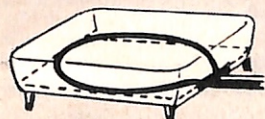
**\$9.95**

COVER INCLUDED AT NO EXTRA COST

Direct to You at Much Less Than Wholesale



**Automatic TEMPERATURE SELECTOR**  
Easy-to-read heat selector dial sets the heat of your Fryer-Skillet at correct temperature—and keeps it there at all times.

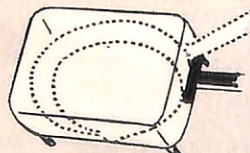


**HEATING ELEMENT SEALED IN**  
Sealed-in cooking heat can't escape! Circular heating element heats cooking surface faster, has wider area of direct heat.



Stove Cooked      Fryer-Skillet Cooked

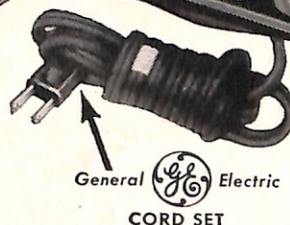
**CONTROLLED HEAT EVEN COOKING**  
Overheated pan scorches food—in a cool pan food absorbs fat. Controlled even heat cooks food properly.



**MORE COOKING SURFACE**  
Family size! Cooks and serves for 7 people. Extra large, new square shape. Extra easy to clean, too!

**HEAT-PROOF LEGS**

**FINGERTIP CONTROL**



Easy-to-Read COOKING CHART



## COOKS EVERYTHING FROM A PERFECT BREAKFAST TO A COMPLETE MEAL FOR 7 PEOPLE

Now enjoy the time-saving convenience of AUTOMATIC TEMPERATURE CONTROLLED COOKING! This BIG, heavy cast aluminum electric skillet is just like having a portable range so you can cook and serve foods piping hot right at your table. The TEMPERATURE SELECTOR DIAL masterminds every meal to perfection. Signal light indicator tells you when proper heat has been reached. Imbedded, cast-in X-Rod heating element provides accurate heat with no-scorch areas. Durable, lifetime cast aluminum with a luxurious, highly-polished, EASY-TO-CLEAN finish. "Sil-Tone" treated cooking area prevents foods from sticking. Has cool Bakelite handle, extra high dome cover and heat-proof, mar-proof legs. 110-120 volts, A-C. FREE RECIPE book included. Don't miss this sensational offer. IT MAY NEVER BE REPEATED AGAIN!

### MONEY-BACK GUARANTEE

We are so sure that you will be pleased with this unusual \$29.95 value for only \$9.95, we offer to let you use it in your own home for 10 days. If you are not 100% delighted, return for a prompt refund.

### 10-DAY FREE HOME TRIAL

Niresk Industries, Dept. EK-3, 4757 Ravenswood Ave., Chicago 40, Ill.

Please rush at once \$29.95 value FRYER-SKILLET at the total cost to me of only \$9.95. Include FREE Recipe Book. If I am not completely satisfied I can return for a full and prompt refund.

☐ Enclosed find \$9.95 plus 80c for postage and handling. Ship prepaid.

☐ Ship C.O.D. plus postage. Same guarantee.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

(In Canada \$14.95) Niresk, 214 Main Street, Toronto 13, Ontario

Copyright 1956  
NIRESK INDUSTRIES  
Chicago 40, Ill.



# DISTRICT DEPUTIES

- Alabama, Cent., **W. C. WATSON**, Tuscaloosa No. 393  
 Alabama, N., **ALBERT A. POWONDRA**, Cullman No. 1609  
 Alabama, S., **C. E. HAYWARD**, Mobile No. 108  
 Alaska, E., **VICTOR POWER**, Juneau No. 420  
 Alaska, W., **L. J. WEEDA**, Anchorage No. 1351  
 Arizona, N., **ANDREW L. WOLF**, Flagstaff No. 499  
 Arizona, S., **NORMAN C. BANN**, Yuma No. 476  
 Arkansas, E., **CHARLES F. LILLY**, Jonesboro No. 498  
 Arkansas, W., **JOHN DAVIS**, Fayetteville No. 1987  
 California, Bay, **HUGH F. MULLIN, JR.**, San Mateo No. 1112  
 California, E. Cent., **GORDON L. HOWDEN**, Bakersfield No. 266  
 California, N., **RAWLINS COFFMAN**, Red Bluff No. 1250  
 California, N. Cent., **H. J. BRAGHETTA**, Nevada City No. 518  
 California, N. W., **ROBERT B. FINN, JR.**, San Rafael No. 1108  
 California, S., **HENRY SWANSON**, El Centro No. 1325  
 California, S. Coast, **JAMES H. LOFTUS**, El Cajon No. 1812  
 California, S. Cent., **RONALD R. BRINGMAN**, San Fernando No. 1539  
 California, S. Cent. Coast, **GEORGE E. HUTCHINSON**, Inglewood No. 1492  
 California, W. Cent., **JOHN M. KING**, San Jose No. 522  
 Canal Zone, **CHARLES E. RAMIREZ**, Panama Canal Zone (Balboa) No. 1414  
 Colorado, Cent., **ALBERT H. HELLER**, Idaho Springs No. 607  
 Colorado, Mount., **CHARLES J. FREEMAN**, Alamosa No. 1297  
 Colorado, N., **R. F. WILLIAMS**, Greeley No. 809  
 Colorado, S., **GEORGE L. STRAIN**, La Junta No. 701  
 Colorado, W., **WALLACE W. GOULD**, Durango No. 507  
 Connecticut, E., **MERRITT S. ACKERMAN**, Middletown No. 771  
 Connecticut, N. W., **GEORGE J. GRASSER**, Wallingford No. 1365  
 Connecticut, S. W., **WARREN G. HAROLD**, Ansonia No. 1269  
 Dela., Md., and D. C., E., **LLOYD B. PAHLMAN**, Easton No. 1622  
 Dela., Md., and D. C., W., **CHARLES L. MOBLEY**, Hagerstown No. 378  
 Florida, E. Cent., **WILLIS V. McCALL**, Eustis No. 1578  
 Florida, N. E., **THOMAS E. MALLEM**, Jacksonville No. 221  
 Florida, N. W., **RALPH W. CLEMENTS**, Lake City No. 893  
 Florida, S., **EARL R. ADAMS**, Key West No. 551  
 Florida, S. Cent., **PARKER T. WILSON**, Clewiston No. 1853  
 Florida, W. Cent., **MARION G. SHRODE**, Bradenton No. 1511  
 Georgia, E., **ALBERT C. WINTER**, Savannah No. 183  
 Georgia, S., **M. A. FROBERG**, Thomasville No. 1618  
 Georgia, W., **J. T. LESTER**, Columbus No. 111  
 Territory of Hawaii, **RAY G. MEDLEY**, Honolulu No. 616  
 Idaho, E., **MAC MARTIN**, Burley No. 1384  
 Idaho, N., **LAURIN E. PIETSCH**, Sandpoint No. 1376  
 Idaho, S., **FLOYD H. WHEELER**, Nampa No. 1389  
 Illinois, E. Cent., **LISLE C. SNYDER**, Watseka No. 1791  
 Illinois, N. E., **J. G. CROSS**, Elgin No. 737  
 Illinois, N. W., **F. STANLEY STOREY**, Rockford No. 64  
 Illinois, S., **JOHN G. GILBERT**, Carbondale No. 1243  
 Illinois, S. E., **JOHN R. MITCHELL**, Robinson No. 1188  
 Illinois, S. W., **ROBERT A. HOOVER**, Taylorville No. 925  
 Illinois, W. Cent., **ARTHUR W. GIBSON**, Springfield No. 158  
 Indiana, E., **PAUL L. GOSLEE**, Portland No. 768  
 Indiana, N. E., **HERB C. WALL, JR.**, Kendallville No. 1194  
 Indiana, N. W., **FLOYD D. SAXTON**, Gary No. 1152  
 Indiana, S. E., **J. F. CALLAWAY**, Jeffersonville No. 362  
 Indiana, S. W., **ROLAND CAMPBELL**, Sullivan No. 911  
 Indiana, W., **STANLEY O. MASCOE**, Indianapolis No. 13  
 Iowa, N. E., **JOHN T. McKEEVER**, Dubuque No. 297  
 Iowa, N. W., **CLAIRE E. PIERCE**, Sioux City No. 112  
 Iowa, S. E., **WILLIAM H. WARD**, Iowa City No. 590  
 Iowa, S. W., **HARRY G. BURRELL**, Ames No. 1626  
 Kansas, N. E., **DELL A. YOUNG**, Osawatomie No. 921  
 Kansas, N. W., **HAROLD F. DAVIS**, Beloit No. 1779  
 Kansas, S. E., **JOHN T. KIRKWOOD**, Galena No. 677  
 Kansas, S. W., **RAY L. SIMMONS**, Pratt No. 1451  
 Kentucky, E., **REYNOLD H. JOBERT**, Covington No. 314  
 Kentucky, W., **JAMES H. POLSGROVE**, Louisville No. 8  
 Louisiana, N., **A. B. CULLITON**, Shreveport No. 122  
 Louisiana, S., **JAMES H. AITKEN**, New Orleans No. 30  
 Maine, E., **HENRY W. MERRITT**, Old Town No. 1287  
 Maine, W., **CARL M. STILPHEN**, Rockland No. 1008  
 Massachusetts, E. Cent., **JOHN J. LANE**, Natick No. 1425  
 Massachusetts, Metropolitan, **H. E. STEED**, Cambridge No. 839  
 Massachusetts, N. E., **CARL H. CARLMAN**, Beverly No. 1309  
 Massachusetts, S. E., **WILLIAM F. McARDLE**, Hyannis No. 1549  
 Massachusetts, W., **THOMAS E. GIBBONS**, Westfield No. 1481  
 Massachusetts, W. Cent., **G. H. MACKIE**, Leominster No. 1237  
 Michigan, E. Cent., **M. WENDELL CAISTER**, Saginaw No. 47  
 Michigan, N. E., **CHARLES W. KANGAS**, Negaunee No. 1116  
 Michigan, N. W., **A. J. WICKLEY**, Hancock No. 381  
 Michigan, S. E., **GEORGE J. RENNER**, Monroe No. 1503  
 Michigan, S. W., **HUGH D. VAN HORN**, Three Rivers No. 1248  
 Michigan, W. Cent., **ARTHUR J. SIPLON, SR.**, Muskegon No. 274  
 Minnesota, Cent., **ERNEST M. PEACOCK**, Minneapolis No. 44  
 Minnesota, N., **CARL A. CARLSON**, Bemidji No. 1052  
 Minnesota, S., **VICTOR F. ANGERHOFER**, St. Paul No. 59  
 Mississippi, N., **J. S. BUCHANAN, JR.**, Canton No. 458  
 Mississippi, S., **A. CLYDE MOSS**, Pascagoula No. 1120  
 Missouri, E., **ELMER J. BERDING**, Washington No. 1559  
 Missouri, N. W., **WAYNE A. SWANSON**, Maryville No. 760  
 Missouri, S. W., **LYNDON STURGIS**, Springfield No. 409  
 Montana, E., **R. EARL DAWES**, Bozeman No. 463  
 Montana, N., **RAY KELLY**, Polson No. 1695  
 Montana, W., **HENRY L. ZAHN**, Missoula No. 383  
 Nebraska, E., **W. H. HEISER**, Falls City No. 963  
 Nebraska, W., **CHESTER O. MARSHALL**, Kearney No. 984  
 Nevada, **CARL C. MERRILL**, Boulder City No. 1682  
 New Hampshire, **HENRY J. SALVAIL**, Nashua No. 720  
 New Jersey, Cent., **HARRISON S. BARNES**, Plainfield No. 885  
 New Jersey, N. Cent., **RICHARD J. TOBIN**, Rutherford No. 547  
 New Jersey, N. E., **RICHARD G. KRONER**, Westwood No. 1562  
 New Jersey, N. W., **SPENCER HAWTHORNE**, Newton No. 1512  
 New Jersey, S., **EARLE C. PAGE, JR.**, Burlington No. 996  
 New Jersey, S. Cent., **WALTER B. MESEROLL**, Point Pleasant No. 1698  
 New Mexico, N., **DANTE VAIO**, Albuquerque No. 461  
 New Mexico, S., **MAX BUSCH**, Alamogordo No. 1897  
 New York, Cent., **FRANCIS S. ROBB**, Gloversville No. 226  
 New York, E., **J. GILBERT COLLINS**, Mt. Kisco No. 1552  
 New York, E. Cent., **JOHN F. SCHOONMAKER**, Port Jervis No. 645  
 New York, N., **EDWARD A. BURNS**, Massena No. 1702  
 New York, N. Cent., **LAURENCE B. CAVE**, Syracuse No. 31  
 New York, N. E., **WILLIAM J. HEALY**, Saratoga No. 161  
 New York, S. Cent., **LEROY B. COE**, Norwich No. 1222  
 New York, S. E., **GORDON H. MEYER**, Freeport No. 1253  
 New York, W., **RICHARD J. GAVAGAN**, Lancaster No. 1478  
 New York, W. Cent., **EDWARD R. HUTTON**, Batavia No. 950  
 North Carolina, Cent., **EUGENE H. PHILLIPS**, Winston No. 449  
 North Carolina, E., **WALTER H. HILL**, Raleigh No. 735  
 North Carolina, W., **DeWITT M. BOWEN**, Shelby No. 1709  
 North Dakota, **ARNOLD T. LIVDAHL**, Mandan No. 1256  
 Ohio, N. Cent., **THOMAS J. URBAN**, Lorain No. 1301  
 Ohio, N. E., **J. KIRBY BRANSBY**, Kent No. 1377  
 Ohio, N. W., **ELMO RICHARD**, Napoleon No. 929  
 Ohio, S. Cent., **JAMES W. MILLS**, Lancaster No. 570  
 Ohio, S. E., **PAUL T. REED**, Ulrichsville No. 424  
 Ohio, S. W., **FRANKLIN A. WURSTNER**, Sidney No. 786  
 Oklahoma, N. E., **ERNIE SMART**, Claremore No. 1230  
 Oklahoma, N. W., **C. R. HORTON**, El Reno No. 743  
 Oklahoma, S. E., **GEORGE M. McKEE**, Ardmore No. 1906  
 Oklahoma, S. W., **ROY H. GONDERS**, Midwest City No. 1890  
 Oregon, N., **FRED SIMPSON**, Toledo No. 1664  
 Oregon, N. E., **G. B. URLIE**, Condon No. 1869  
 Oregon, S., **A. J. ELLISON**, Roseburg No. 326  
 Oregon, S. E., **FRANK J. FAHA**, Lakeview No. 1536  
 Pennsylvania, N., **A. H. ECKERT**, Clearfield No. 540  
 Pennsylvania, N. Cent., **NED C. COOK**, Milton No. 913  
 Pennsylvania, N. E., **CYRIL J. WACHTER**, Pottsville No. 207  
 Pennsylvania, N. W., **CLIFFORD E. DANIELS**, Meadville No. 219  
 Pennsylvania, S., **HOMER HUHN, JR.**, Mount Pleasant No. 868  
 Pennsylvania, S. Cent., **WILLIAM K. RICE**, Harrisburg No. 12  
 Pennsylvania, S. E., **JACOB ZASLOW**, Chester No. 488  
 Pennsylvania, S. W., **FLOYD N. DUNMIRE**, McKees Rocks No. 1263  
 Philippine Islands, **HOWARD M. CAVENDER**, Manila No. 761  
 Puerto Rico, **FRANCISCO A. IRIZARRY**, San Juan No. 972  
 Rhode Island, **FRED QUATTROMANI**, Westerly No. 678  
 South Carolina, E., **C. E. BARFIELD**, Florence No. 1020  
 South Carolina, W., **HAL P. PORTER**, Anderson No. 1206  
 South Dakota, **ELLIS D. GATES**, Aberdeen No. 1046  
 Tennessee, E., **ARCHIE M. DAY, JR.**, Chattanooga No. 91  
 Tennessee, W., **RALEIGH M. FISHER**, Jackson No. 192  
 Texas, Cent., **JOSEPH B. DOBBINS**, Temple No. 138  
 Texas, E., **JOHN J. GAIDA, JR.**, Crockett No. 1729  
 Texas, N., **JOHN JAMISON**, Fort Worth No. 124  
 Texas, S. E., **JOHN A. FUHRHOP**, Galveston No. 126  
 Texas, S. W., **PHIL R. EDIE**, Harlingen No. 1889  
 Texas, W., **W. C. RAGSDALE**, Big Spring No. 1386  
 Utah, **JOHN T. ADAMS**, Tooele No. 1673  
 Vermont, **FRANCIS P. RATTI**, Brattleboro No. 1499  
 Virginia, N. Cent., **RICHARD H. ROBINSON**, Alexandria No. 758  
 Virginia, S. E., **VICTOR P. WILSON**, Hampton No. 366  
 Virginia, S. W., **FRIEND L. MAY**, Clifton Forge No. 1065  
 Washington, N. E., **C. C. WEYTHMAN**, Wenatchee No. 1186  
 Washington, N. W., **HENRY C. PEDERSEN**, Renton No. 1809  
 Washington, S. E., **WM. KEYLOR SMITH**, Walla Walla No. 287  
 Washington, S. W., **JAY BERNSTEIN**, Vancouver No. 823  
 Washington, W. Cent., **A. E. GUNDERSON**, Auburn No. 1808  
 West Virginia, Cent., **NELSON CLARKE**, Martinsburg No. 778  
 West Virginia, N., **MYLES H. WORSTELL**, St. Mary's No. 1701  
 West Virginia, S., **W. CODY FLETCHER**, Princeton No. 1459  
 Wisconsin, N. E., **NORM N. TROSSEN**, Menasha No. 676  
 Wisconsin, N. W., **JACK R. FROOM**, Wausau No. 248  
 Wisconsin, S., **JOHN R. CASANOVA**, Watertown No. 666  
 Wyoming, N., **JOSEPH J. CAREY**, Greybull No. 1431  
 Wyoming, S., **JOHN CHRISTIAN**, Lusk No. 1797



# ABC—SYMBOL OF CIRCULATION VALUE



Throughout the advertising and publishing business each year, October is ABC month, a time when The Elks Magazine, as well as virtually every other important national magazine, proudly gives special emphasis to the ABC symbol reproduced in this column.

The Audit Bureau of Circulation is a unique, non-profit association of 3,700 advertisers, advertising agencies and publications. The Bureau was formed in 1914 to correct the chaotic circulation situation then existing. In many cases in those days circulation facts were few, and sometimes, even, highly imaginative. There was no yardstick by which advertising agencies could judge values when investing their clients' money.

## ON-THE-SPOT AUDITS

To meet this situation the ABC was instituted, and a program was set up whereby field auditors—70 in number today—personally check the circulation of member publications. While membership in the ABC is entirely voluntary, it is conditioned on the willingness on the part of member publishers to open their circulation books to ABC inspection.

The ABC insignia is a *measure of service and mark of integrity* to both buyers and sellers of advertising space, for it means fairness and honorable dealing with advertisers and readers alike.

Just as merchants and manufacturers buy and sell physical goods on the basis of known standards of grade, so do ABC publications sell their advertising on the foundation of Audit Bureau of Circulation standards.

## CAN DEPEND ON ABC

Advertisers and advertising agencies have learned through experience to give attention and confidence to ABC publications like The Elks Magazine, for they know they can depend on audited circulation facts. The confidence advertisers have in our ABC report is responsible in no small measure for the income needed to maintain editorial and production quality standards for the benefit of our more than one million readers.

In fact, it is not too much to say that the tremendous growth of the Magazine industry since 1914 can be attributed to a considerable degree to the standard of circulation value established and consistently maintained by the Audit Bureau of Circulation.

The Elks Magazine joins its 3,700 fellow members of the ABC this month in a salute to the ABC symbol—"measure of service to readers and mark of integrity in reporting circulation facts."

# Famous Olympic Princess SKATING BALLERINA WALKING DOLL

AMAZING BARGAIN!

METAL ICE SKATES!

\$7.98 VALUE

2<sup>98</sup> DIRECT TO YOU!



**GIVEN:**  
GENUINE BALZIO SLIPPERS  
KNIT STOCKINGS  
REAL ALL METAL ICE SKATES

**FREE:**  
Glamorous Hi-Fashion Wardrobe  
**5**  
OUTFITS!

She dances, walks and skates too!

She's the year's most lovable doll... she's so beautiful and so very talented... She sleeps and sits up. Hold her hand and she'll walk too, her pretty head moving to and fro with every step! But she can do even more: she can ice skate too! She comes with real METAL ice skates that slip on and off easily! She's everything your little girl has always wanted!

### COMPLETE WARDROBE GIVEN!

Olympic Princess is one of America's best dressed dolls. She comes to you with this complete glamour wardrobe; a beautiful ballerina outfit made of flowing triple-tiered frosted netting that stands out, real all-metal ice skates and snow white boots, genuine Balzio ballet slippers, waterproof rain cape and hood, pretty flannel coat, matching bonnet, panties, stockings, beautiful lace-trimmed nightgown and the loveliest hi-fashion party dress. Everything stylishly designed and smartly tailored. This wardrobe alone is worth far more than our asking price for the doll alone, yet it comes to you at no extra cost.

### MIRACLE DYNEL HAIR—Comb it... Set it...

Wash, comb, set and curl her hair! Her smooth body can be washed too! Ruggedly made walking mechanism fully guaranteed! All in all you get a 7.98 value—at the bargain price of \$2.98. Send check, m.o. or cash for immediate free delivery. COD's plus 59c extra postage. In either case your 2.98 back quick if you are not 100% satisfied. Don't wait for the last minute rush! Order several now and bring happiness to every little girl on your list! Rush coupon TODAY!

MRS. LAVALLE, Dept. 103-L-63  
352 Fourth Avenue, New York 10, N. Y.

money back guarantee!

MRS. LAVALLE, Dept. 103-L-63  
352 Fourth Avenue, New York 10, N. Y.

RUSH "Olympic Princess" Skating Ballerina & Walking Doll at bargain price of \$2.98 on 7-day MONEY BACK GUARANTEE! Include at no extra cost complete wardrobe and accessories. I must be satisfied in every way, otherwise you will refund my money at once.

☐ Payment enclosed. Rush prepaid.  
☐ Send COD plus 59c extra for postage.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## "DEVELOP ELKDOM'S RESOURCES"

IN OCTOBER, Nature casts her full splendor on us and we are conscious of her power.

During the previous months she provided sunshine, rains, warmth and comfort so that we could reap the full harvest of her glorious crops. Now we see the brilliance of her autumnal beauty all about us.

October is a great month in the history of our civilization. October 12 marks only the 464th anniversary of the discovery of this continent by Christopher Columbus; just 180 of them celebrated as the free United States of America. It hardly seems that so much progress could have occurred in so short a time.

During the past 88 years of America's existence and progress the Benevolent and Protective Order of Elks has been working diligently to aid her development.

That record challenges us to new achievements.

Throughout the history of our Order, Elkdom has been consistent in its fight for a better America. We pledge our continuance of that effort.

Suddenly we find ourselves confronted with a Communistic "New Look." It is designed to lull us into further complacency and soften us for "Operation Trojan Horse."

Included in this fanatical scheme is the smooth approach being made by Communist agents to our young men and women of high school age. Positive proof of this activity is ours. To combat this attack we propose "Operation Youth" as a countering agent. I have implicit faith in the younger generation which to me is far superior to my own. I consistently recommend them to you as Elks and pledge unswerving loyalty to them.

In this beautiful month of October which marks the discovery of America by an Old World explorer who started his career as a "Teenager", I ask every member of our Order to buckle down to the job of ridding our nation of every Communist influence.

I further suggest an active and intimate Youth Activities program in each subordinate lodge as our initial approach.

Elkdom also observes "National Newspaper Appreciation Week" in October. Every Lodge, regardless of size, will express its appreciation to the "Fourth Estate" during this month.

These guardians of the future of our national opinions and free speech are deserving of every compliment we can pay them. I earnestly hope that every lodge makes heroes of our newspaper workers down to the youngest carrier boy and girl during National Newspaper Week.

With their help and our effort we can make "Operation Youth" more than a curt slap at the Communist "New Look."

Together we can deliver such a powerful punch that the whole diabolical plan of our foes will be knocked into a cocked hat.



GRAND EXALTED RULER



## A Message from the Grand Exalted Ruler

"A STRONGER ELKDOM FOR A BETTER AMERICA"



# ELKS NATIONAL FOUNDATION

## "The Joy of Giving"



Here's the Foundation at work. Pearl B. Shulver, who was the recipient of a Foundation grant for graduate work in cerebral palsy at New York University, now at the In-patient Center for the training of cerebral palsy children at St. Giles Hospital, Garden City, L.I. With her in the photograph is one of the young patients, whom she is helping to progress through aid from the Foundation. "I wish to thank the Foundation for the wonderful assistance and cannot express my appreciation enough. When one desires to learn more but private funds are not enough, it certainly is helpful and gratifying to have the Elks National Foundation to turn to for assistance," Miss Shulver wrote to Chairman John F. Malley.

Among the letters of appreciation from recipients of Elks National Foundation scholarships was this letter which Past Grand Exalted Ruler John F. Malley, Chairman of the Foundation, received recently from Miss Assunta Gallucci of West

Warwick, Rhode Island. It so aptly expresses the benefits that the students receive that we run it in our "Joy of Giving" column this month.

"Always I am against the fact that I had taken a commercial rather than college course in high school. I had never planned that I could afford a college education, until your wonderful organization gave me the opportunity. It seems as though I could say 'thank you' endlessly and never quite say it enough."

Former member of the Grand Forum Fred B. Mellmann, Oakland, Calif., Lodge, recently forwarded to us a poem, written by Fred E. Reed, who has been a member of Oakland Lodge for more than 50 years. While The Elks Magazine does not customarily print poetry, the poem was so appropriate to the work of the Elks National Foundation that we are running excerpts from it in this month's "Joy of Giving" column.

### GIVING

Not what have you got  
But what do you give,  
Will measure the worth  
Of the life you live . . .

Would you learn the way  
To successfully live,  
Give more than you take  
To take more than you give . . .

More blessed to give  
Than it is to Receive?  
A tremendous Truth—  
Seems hard to believe! . . .

Remembering this  
Forget all the rest—  
He profits most  
Who serves the best.

Dave Thomas, 18, takes a few minutes off from his summer job with the Dixon (Ill.) Home Telephone Co. in Harmon to receive an Elks National Foundation "Most Valuable Student" award of \$500 from Harry Wienman, Exalted Ruler of Dixon lodge. With the help of the Foundation, and his outstanding high school record, Dave enrolled in College of Engineering at the University of Illinois this fall.



## Zenith presents Two dramatic new advances in hearing ease and convenience



#### 1. The New "Diplomat"

Slender, tinted, contoured to fit snugly right at the ear!



This is all you wear... no dangling cords!

#### 2. The New "Crest"

An eyeglass hearing aid\* you can wear 10 different ways!



Can even be worn as a jeweled brooch!

Now! Dramatic new proof of the electronic leadership and quality that have made Zenith the largest-selling hearing aid in the world!

Try these tiny, light, yet full-powered 4-transistor hearing aids! Learn why Zenith is the choice of so many outstanding world leaders—people who could afford *several times* the sensible Zenith price.

Zenith aids sell for as low as \$50, with 10-Day Money-Back Guarantee, One-Year Warranty, Five-Year Service Plan. Find the nearest Zenith Hearing Aid Dealer in your classified phone book. Or mail coupon for literature and dealer list.

\*Lenses and professional services in connection with the eyeglass feature are available only through your ophthalmologist, optometrist, or optician.

**ZENITH**  
QUALITY  
HEARING AIDS

**FREE!** One-year subscription to "Better Hearing," new magazine about hearing problems.



Zenith Radio Corporation  
Hearing Aid Division, Dept. 27X  
5801 Dickens Ave., Chicago 39, Ill.

Please mail facts on new Zenith models. Also free subscription to "Better Hearing."

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_





# WONDERFUL JOURNEY

BY TED TRUEBLOOD

ILLUSTRATED BY C. E. MONROE, JR.

*C. E. Monroe, Jr.*





I HAVE ALWAYS been easily affected by the weather. On clear days when the air sparkles with freshness and the clouds are puffy marshmallows in an inverted bowl of blue, I feel buoyant. Dull weather depresses me. Storms are exciting. There is one particular kind of weather, however, to which I react more strongly than any other.

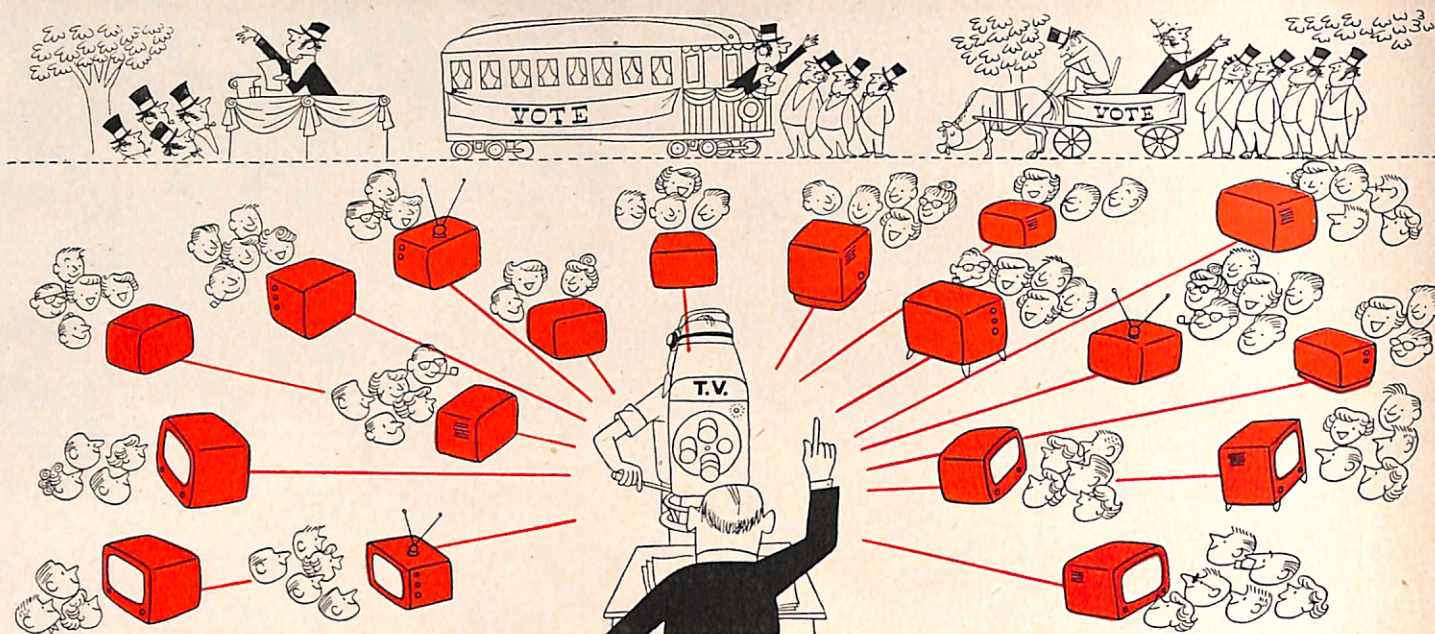
In our area it occurs only during November and March. A north wind brings it in November; a south wind in the spring. It makes horses restless. Dogs disappear from their kennels. Cats wander along country roads, and I can feel it as surely as I can feel August heat or January cold. It is the kind of weather in which the ducks and geese pass on their mysterious travels, northward in the spring and southward in the fall.

I recall two times that it moved me more strongly than any others. One was in March. As the sun set, a whisper of wind came out of the southeast. It eddied around the corner of the homestead and fluttered a brown leaf across the yard.

By 10 o'clock, when the waning moon had climbed laboriously into the eastern sky, its voice was insistent. I had done my evening chores and had finished my solitary dinner listening to the mounting tempo of the wind, and now I went outside.

The black, skeletal branches of the trees tossed (*Continued on page 37*)





# DO CAMPAIGNS CHANGE ELECTIONS?

BY STANLEY FRANK

***How obsolete has TV made the old-fashion whistle-stop campaign?***

IT IS AN IRONIC TWIST OF HISTORY that the electronic age has turned back the clock to the horse and buggy era for the nation's most important event. Improbable as it sounds, the extensive use of television by Dwight D. Eisenhower and Adlai E. Stevenson in the current Presidential election marks a reversion to the old-fashioned, front-porch campaign that was familiar to grandpa but is almost unknown to whippersnappers less than fifty years old. The whistle-stop campaign conducted by candidates for the last quarter-century is as obsolescent as the traveling tent circus which it often resembled.

One point should be established, quickly and clearly. The decision to confine President Eisenhower's campaign mainly to TV speeches on major national issues has absolutely no connection with his heart attack of last year or his recent intestinal operation. On September 10, 1955, fully two weeks before he was stricken in Denver, the President announced that he would not tour the country appealing for votes if he was a candidate again. He reaffirmed his position on February 9th this year when he declared at a press conference:

"I have my own idea of what is a proper sphere of activity for the President of the United States. One of them is that he

doesn't go out barnstorming for himself under any conditions."

Then, as now, General Eisenhower was following a traditional principle first enunciated by William Lowndes in 1821. Lowndes, a Congressman from South Carolina, was nominated for the Presidency by his own state legislature, but he refused to permit close advisers to rally support for his candidacy. "The Presidency is not an office to be either solicited or declined," he said.

Since that time, twenty occupants of the White House who were re-nominated have scrupulously observed that dictum with four exceptions—two Republicans and two Democrats. In fact, candidates seeking the office for the first time did not take to the stump proclaiming their own virtues and merits until comparatively recently. It was not considered seemly for a man aspiring to the nation's highest honor to wear funny hats, kiss babies, snap his galluses in public, court local ward-healers and go through all the antics associated with whistle-stop campaigns.

Barnstorming tours by Presidents bidding for second terms always have been frowned upon for a more important reason. Between the nominating convention and the election, there is a lapse of several months when the nation's affairs demand

the Chief Executive's close attention. He is expected to devote his energy to the welfare of the entire country instead of promoting his own ambition. In short, an incumbent of the White House has responsibilities that require him to function as a statesman rather than a politician.

Such lofty concepts seldom concern hard-bitten, professional wheel-horses who direct a party's machinery behind the scenes. Their job is to get out the vote, whip up enthusiasm for their candidate and capitalize on every possible advantage to elect him. If the Republican pros thought an intensive campaign served any practical purpose, they would have prevailed on General Eisenhower to withhold comment on barnstorming a year ago, when his health was not a complicating factor. It's a cinch the Democrats would be exploiting the President's restricted schedule by sending Mr. Stevenson on a record-breaking tour, but he is making fewer public appearances this year than he did in 1952. Another indication of the changing attitude toward campaigning is the fact that both major parties held their conventions a month later than usual this year, leaving only ten weeks for pre-election stumping and speechifying.

Why is a colorful and exciting feature of the American political scene getting



the once-over-lightly treatment? The answer is as obvious as the nose on Jimmy Durante's face. Campaigns exert such little influence on the results of elections that there is a growing conviction they are a waste of money and effort. Most experts are inclined to agree with the opinion held by James A. Farley, the Democrats' chief strategist in the 1930s.

Farley operated on the premise that few votes were changed by campaigns after September 15th. He contended that the public's reaction to rival candidates was determined in the early stages of the race, when the major parties shot their oratorical bolts, and remained more or less fixed. Thereafter, repetition of the same arguments and promises had practically no effect on voters.

The weight of historical evidence lends impressive support to Farley's Law. Although Presidential races are much closer than most of us realize—pundits speak of a "landslide" when one party gets 54 per cent of the popular vote—form holds up remarkably well. As a sporting proposition, it is a good deal safer to bet on the pre-election favorite than to pick the Yankees to win the pennant.

In the last century, there have been only four results that could be called upsets—in 1884, 1888, 1916 and 1948. As we shall see in a moment, Harry S. Truman's victory in 1948 was the one shocking surprise that could be attributed to an effective campaign. The three other reversals hinged on minor incidents that were blown up out of all proportion by the opposition. A reasonably alert public relations man would have no trouble today scotching the false rumors that threw monkey wrenches into the form chart at the last moment.

As every schoolboy knows, one sentence uttered by an overzealous backer cost James G. Blaine, the Republican, the Presidency in 1884. On October 29, at a rally in New York six days before the election, the Reverend Samuel Dickinson Burchard thundered: "We are Republicans and don't propose to leave our party and identify ourselves with the party whose antecedents have been Rum, Romanism and Rebellion!" Blaine was at the dinner, but he did not repudiate the slur on the Catholic Church quickly enough and the outraged Irish of New York City rolled up such a heavy vote for Grover Cleveland that the Republicans lost the state by 1,149 ballots and, with it, the election.

Accusing Blaine of a prejudice against the Catholics was a despicable trick. His mother and sister were devout Catholics. He had, in fact, visited a sister who was the Mother Superior of a convent in Indiana just before the dinner. But the time Blaine got around to disavowing the attack, however, the damage had been done.

Four years later the tables were turned by a piece of Republican skulldruggery. The joker in the deck was an artful letter

written by George Osgoodby, a G.O.P. member in California, to Lionel Sackville-West, the British ambassador to the United States. Posing as one Murchison, a naturalized Englishman, Osgoodby asked Sackville-West whether the Democrats' policy of free trade was more advantageous to Britain than the Republicans' high tariff. Sackville-West foolishly fell into the trap and, violating the tenets of diplomacy, wrote that the election of Grover Cleveland was to be desired over Benjamin Harrison.

The letter, sprung a week before the election, resulted in the recall of Sackville-West and defeat of Cleveland. New York again was the pivotal state and once again the volatile Irish closed ranks against perfidious Albion, but this time on the other side of the fence. The Irish accused Cleveland of trucking to England and gave Harrison New York's vital electoral votes, the decisive factor in the election.

UNTIL the rug was pulled from under Thomas E. Dewey in 1948, Charles Evans Hughes was the victim of the most startling turnabout in campaign history. Hughes went to bed on election night in 1916 firmly believing the White House was to be his next address and woke up to learn that he had been betrayed by inexcusably inept advisers. They pulled three boners that lost California, the crucial state, by the wafer-thin margin of 1,904 votes. Two Republican factions were fighting for control of California that year. The progressive element was led by Governor Hiram Johnson and the nucleus of the reactionary bloc was the Crocker-Keesling machine. Hughes himself was a liberal—as he later proved while Chief Justice of the Supreme Court—but he was insufficiently briefed on the intramural hassle in California and unwittingly lined up with the reactionaries.

Hughes first alienated Republicans and independent progressives by appearing at a rally in San Francisco sponsored by the Crocker-Keesling crowd. It was established subsequently that Hughes thought the rally was a joint effort by both factions. That mistake was compounded at a reception in Long Beach when Hughes



apparently snubbed Governor Johnson. No one told Hughes that Johnson was among the guests. In the worst boner of all, Hughes crossed a picket line which, unknown to him, had been thrown around the Commercial Club in San Francisco by striking waiters. San Francisco then was a hotbed of labor agitation and the unions massed enough strength to give California's electoral votes to Woodrow Wilson.

If a Primer for Politicians ever is written, the most fascinating chapter unquestionably will be an analysis of Harry S. Truman's winning campaign in 1948, the closest thing to a political miracle any of us are likely to see. On November 1, the day before the election, Wall Street brokers and betting commissioners were offering odds of 18-to-1 against Truman, with no takers. And no wonder. It seemed impossible that he could survive the widespread dissatisfaction with his administration and the three-way split within the Democratic party.

Although the political setup was only half the story, the bolt of the Dixiecrats and Henry A. Wallace's Progressives was calculated to make a Republican victory a lead-pipe cinch. In the final accounting,

(Continued on page 48)



ILLUSTRATED BY ROY DOTY



**NEWFOUNDLAND**

# for Caribou

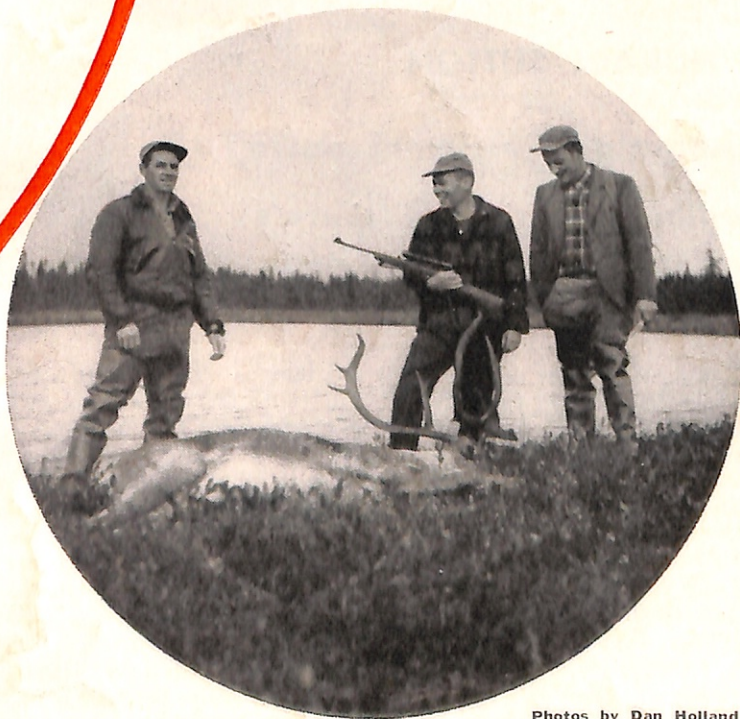




**BY DAN HOLLAND**

**Dan decided that you  
can't shoot a mascot,  
but after the rain set-in  
and the caribou hid  
he changed his mind.**

**Pete's first shot was good enough,  
but he hit the stag twice before  
he could fall. It wasn't the big one.**



Photos by Dan Holland

**T**HE theme of Ernest Hemingway's classic "The Old Man and the Sea" was the enigma which confronts many sportsmen: the feeling of kindred spirit between hunter and hunted. The desire to hunt is one of the most basic and natural instincts possessed by man; yet this is not necessarily coupled with a desire to kill. In fact, the moment of triumph on making a successful shot is often countered by a touch of remorse. In a sense hunting and killing are inseparable, and yet there is a world of difference between the two. Actually, when it comes right down to it, the average sportsman takes fewer lives in the course of several seasons than does the meticulous lady gardener who, with no regrets, goes to work for a few minutes with a spray gun in her petunia patch.

No one enjoys hunting more than I do, but I had certain misgivings when I started out on my first Newfoundland caribou hunt. The reason was just this, that I had seen one caribou killed, and it had been merely a matter of killing without the preliminary excitement of the hunt. This was in the far north, on the vast and empty arctic plain. A young barren-ground caribou bull had spotted us from a considerable distance and approached to investigate. Likely it had never seen a man before, since there were no other human beings within hundreds of miles. We couldn't have been more obvious. The arctic tundra is treeless, of course, and an object as large as a man can be seen for miles. As the bull approached within range one of the party commenced shooting at it, although with little effect. He was an excitable man, sending one shot first into the moss near his feet and the next sailing off into the gray sky far over the caribou's head. The caribou, on the other hand, was not excitable, merely curious to find out what all the shooting was about. With each wild shot he came

closer and closer. Although caribou meat makes fine eating, by this time the rest of us in the party were on the bull's side. We wished he would take to his heels and run. But the foolish caribou kept coming until, at about forty paces, a random shot dropped him.

If that was typical of caribou, I had no desire to participate in the killing of one. However, I was assured that the woodland caribou of Newfoundland was slightly less cooperative than his barren-ground cousin in the arctic. Nevertheless, when Pete Barrett and I started our hunt, armed with both rifles and cameras, I was a long way from certain that I would shoot at one.

About an hour out of camp on the first morning of our hunt we had skirted the edge of a big bog and were about to enter the woods at the far end when one of us glanced back and saw a young bull, or stag, as he is known in Newfoundland, about a half-mile back. In a few moments we determined that he was actually on our trail. We watched him approach for a hundred yards; then, on the chance that he might come within camera distance, we stepped behind a point of spruce trees and waited. He continued steadily on our trail until he came around the point about fifty yards away. We were trying to hide behind a thin screen of stunted tamarack trees, and cautiously we snapped a picture or two of him. Now he obviously saw us, but instead of running he moved a step or two closer. Pete stood up and pointed his rifle at him so that I could take a picture over his shoulder showing both the hunter and the caribou; then I changed places with Pete so that he could take a similar picture. Now our two guides stood up in plain view, and still the animal didn't run. He circled us slowly at about thirty yards stopping occasionally to take a good look, as much as to say: "I wish the rest of the gang was here to see this. They'll never believe me." We no longer made any pretense at keeping quiet or inconspicuous, but our friend didn't want to leave. Once he trotted away about thirty feet, then turned around and came back for another look. He acted kind of lonely, as though he wanted to tag along with us, and that is the answer to his curious behavior. A caribou is a gregarious animal—that is, he tends to band together with his fellows—but in the rut the big bulls gather a harem about them and drive off the younger bulls.

Anyway, that did it! This young stag was perfectly legitimate game and he had a passable head, but who could shoot an animal that wanted to be a mascot? At least, I thought, we would get some good pictures on the hunt, but I couldn't get any pleasure out of shooting one of the things. And on the third morning we ran across another young stag—this one with only spike horns—that behaved essentially the same, but he was too small to waste film on.

From that moment on, however, caribou  
(Continued on page 42)



## ELKS LODGE ACCOMMODATIONS

**W**E HAVE HAD so many requests for an Elks Lodge accommodation list that we plan to publish portions of the list from time to time in our travel columns. This seventh installment will be followed, as space permits, in later issues, until the entire list is published.

Following the complete publication, we plan to incorporate all this information in a pocket-sized booklet for our traveling readers. If your lodge is not listed, it means we have received no answer to our request for information sent out last May.

### HAWAII

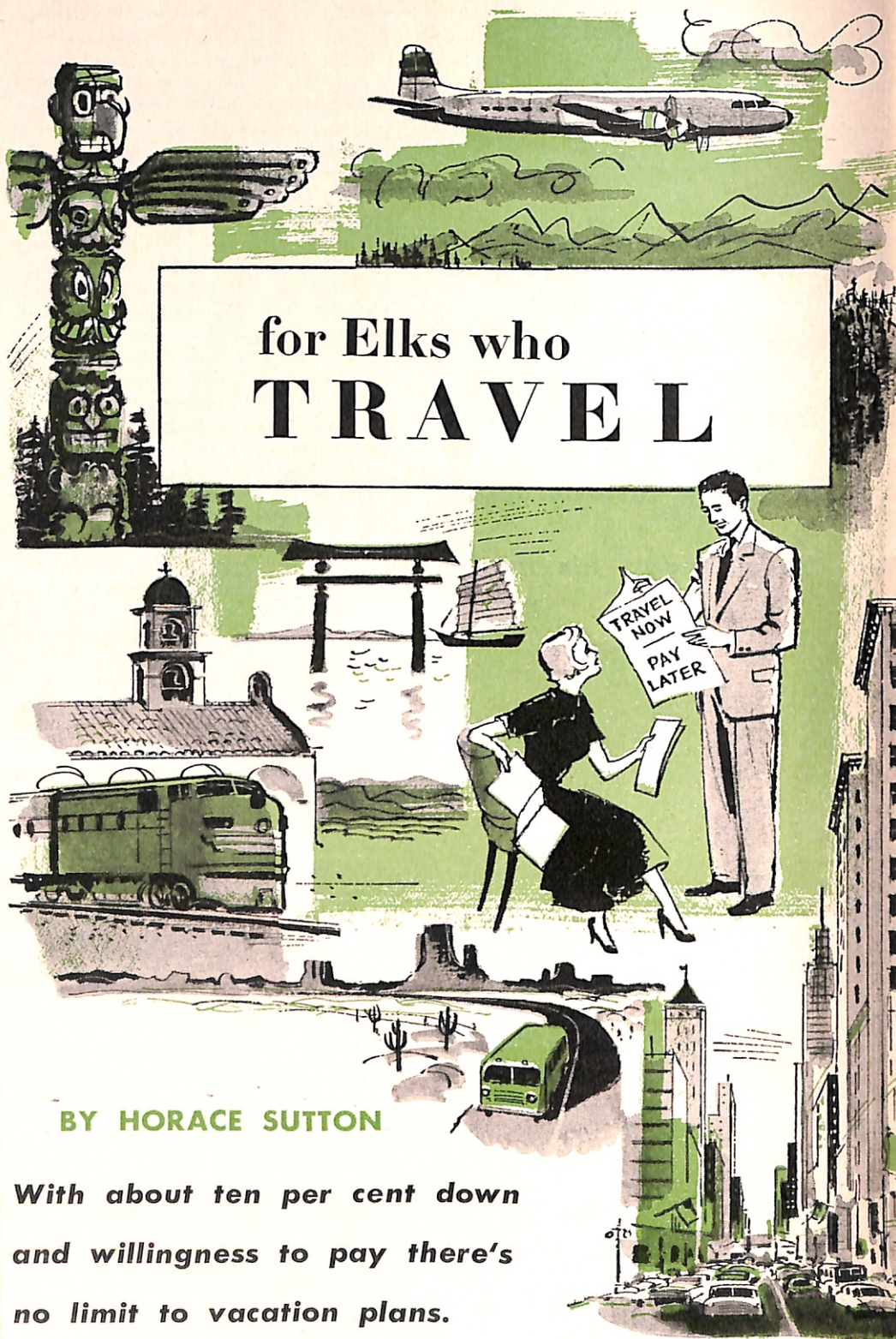
**HILO.** Lunch, Cocktail Lounge  
**HONOLULU.** Rooms, Elks and Male Guests, Lunch & Dinner, Cocktail Lounge

### IDAHO

**BLACKFOOT.** Cocktail Lounge  
**BOISE.** Lunch, Cocktail Lounge  
**BURLEY.** Lunch, Bar  
**CALDWELL.** Lunch, Cocktail Lounge  
**COEUR D'ALENE.** Lunch, Cafeteria, Cocktail Lounge  
**GOODING.** Cocktail Lounge  
**GRANGEVILLE.** Cocktail Lounge  
**IDAHO FALLS.** Lunch, Cocktail Lounge  
**KELLOGG.** Cocktail Lounge  
**LEWISTON.** Lunch & Dinner, Cafeteria, Cocktail Lounge  
**MOSCOW.** Lunch, Bar  
**NAMPA.** Dinner, Cocktail Lounge  
**POCATELLO.** Bar  
**ST. MARIES.** Cocktail Lounge  
**SALMON.** Bar  
**SANDPOINT.** Breakfast & Lunch, Cafeteria, Cocktail Lounge  
**TWIN FALLS.** Lunch, Cafeteria, Bar  
**WALLACE.** Lunch, Cafeteria, Bar  
**WEISER.** Lunch, Bar

### ILLINOIS

**ALTON.** Bar  
**ANNA.** Cocktail Lounge  
**AURORA.** Rooms, Elks & Wives only; Lunch & Dinner, Cocktail Lounge  
**BEARDSTOWN.** Bar  
**BELLEVILLE.** Lunch & Dinner, Cocktail Lounge  
**BENTON.** Bar  
**BERWYN.** Cocktail Lounge  
**BLOOMINGTON.** Bar  
**BLUE ISLAND.** Lunch, Cocktail Lounge  
**CANTON.** Rooms, Elks; Wives & Guests, Breakfast-Lunch-Dinner, Cocktail Lounge  
**CARBONDALE.** Lunch & Dinner, Cocktail Lounge  
**CARLINVILLE.** Rooms, Elks; Wives & Guests, Bar  
**CARMI.** Dinner, Cocktail Lounge  
**CENTRALIA.** Bar  
**CHAMPAIGN.** Rooms, Elks only; Lunch, Cocktail Lounge  
**CHARLESTON.** Dinner, Bar  
**CHESTER.** Bar  
**CHICAGO.** Cocktail Lounge  
**CHICAGO.** Lunch, Cocktail Lounge  
**CHICAGO.** Dinner, Cocktail Lounge  
**DANVILLE.** Lunch & Dinner, Cocktail Lounge  
**DECATUR.** Lunch & Dinner, Cocktail Lounge  
**DE KALB.** Dinner (Sat. only), Cocktail Lounge  
**DES PLAINES.** Lunch & Dinner, Cocktail Lounge  
**DIXON.** Lunch, Cocktail Lounge  
**DU QUOIN.** Cocktail Lounge  
(Illinois to be continued)



BY HORACE SUTTON

**With about ten per cent down  
and willingness to pay there's  
no limit to vacation plans.**

**I**T'S getting mighty difficult to pay cash around here. The national tendency to live life on credit reached the vacation business two years ago, and now it is possible not only to take a trip somewhere and pay later, but to go clear around the world on credit, buy a diamond brooch in Paris, rent a car in Kalamazoo, or put up at the Grand Albergo Continentale in Milan without having to extract from the pocket (at that moment) one dollar, peseta, lira, franc, penny or piastre.

I don't know where all this is taking us, or even whether it's healthy. But

one thing is sure, and that is it's successful. In the first six weeks of its operation two years ago, Pan American generated over one million dollars in new business. A check of that airline, which was the pioneer in the venture, shows that now, with the plan in full booming swing, three-quarters of the contracts are for one year or less. About two-thirds involve transportation amounting to \$400 or less. Since Pan American does not operate domestically, and since round trips to Europe run above the \$400 limit, it would seem that the plan is a favorite of those



bound for Mexico and the Caribbean, as well as to Hawaii. Round trip fare to those blessed isles is \$250 tourist class.

Who takes trips on credit? One quarter are clerical employees, secretaries and bookkeepers, probably. Ten per cent are unskilled workers and nearly forty per cent describe themselves as skilled or semi-skilled.

Much was made at the time of the institution of these pay-later plans of the difficulties of collecting on moonlit moments by the Taj Mahal and afternoons on the Champs Elysees which had long since become memories. You can't, we all said—this reporter included—take them back like you would a piano on which payment had been defaulted. A Pan-Am spokesman had this to say, the other day, which was, of course two years later, "Incidentally, the default rate is an astonishing zero."

KLM has been saying in their slogan lately, "Practically Everybody is Up in the Air . . . all because of the pay later plan." Well, no small wonder. Here is a smattering of just what's on hand and how much it would set you back if you went vacationing on the installment plan: Trip No. 1 . . . an excursion from Miami south to Havana to Jamaica, Curaçao and back up through Guatemala and Mexico City. You could do it by air for a down payment, says KLM, of \$25.50 and then pay monthly installments of as little as \$13.62.

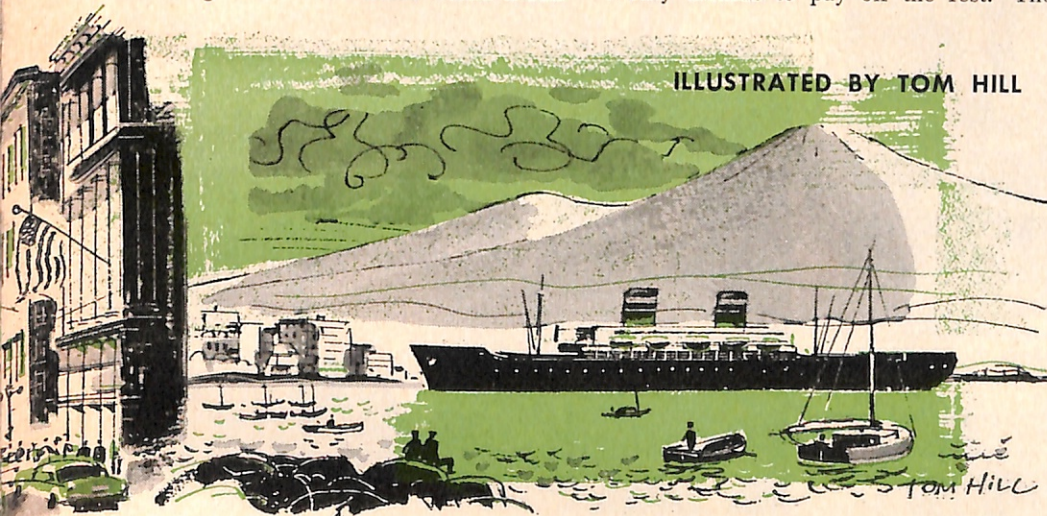
Or let's take the fat trip to the glamor cities of Europe that everybody is forever dreaming about. How much would it run

after be prepared to pay \$70.39 a month.

Not only that, but the airlines (and others too) are ready to peddle you a whole tour complete with accommodations—12 days in the Caribbean, 17 days in Europe, on easy payments. You can, if prepared to deposit \$167 and pay \$86.38 a month, take yourself an African Adventure, yet, and what happens if you get *et* by a lion I would not know.

TWA points out that its plan, like most others, call for a down payment of ten per cent of the travel charge, whether it is for transportation in the air, on the ground, or hotels. The balance is figured to be paid in monthly installments for 20 months. Most people, the line says, prefer a larger down payment than what is called for, and the average charge customer pays off the balance in a year. Anybody who takes advantage of installment plan vacations can figure he is paying about one per cent a month on the total. For trips that cost more than \$500, the charge is even less.

So far this year, says TWA, its time-pay sales are up 30 per cent over last year, and more time-pay plans are being sold by travel agents. The figures will certainly rise when TWA's new "Holiday Discount Fare" goes into effect October 1st. This new plan, which all airlines will offer, was originally a TWA proposal, and calls for cut-rate trips for those who can go and come back within 15 days. The line points out that with these new discount fares a traveler can take off for London merely by putting down \$42.50 and then taking twenty months to pay off the rest. The



if you didn't have to plunk it all down at once. Well, the flight from New York to Dublin, Amsterdam, Hamburg, Frankfurt, Munich, Venice, Rome, Nice, Geneva, Paris, Brussels, London, Glasgow and back to New York could be had for a down payment of \$65.40, an honest look, and \$34.70 a month. Anybody with ambition and energy can float clear around the world (KLM's plan No. 7)—Athens, Istanbul, Cairo, Baghdad, Bangkok, Tokyo, Honolulu—the works, and merely say, "Charge it." You would have to be able to deposit \$134.85 at the outset, and there-

round trip London fare from New York on this new 15-day excursion, incidentally, will be \$425 from New York, \$491 from Chicago, and \$585 from the west coast.

Not only is the venerable Duncan Hines in the act with his own charge-it plan, but American Express is offering all its goods and services short, I would suspect, of travelers checks, on credit. What this means is that it will afford a vacation on credit to anyone over 21 with a steady source of income. American Express requires no down payment at all, and the

(Continued on page 46)

**Your Answer to...**

**NEW TENANT HOUSE!**

**2nd FAMILY HOUSE**

**Vacation COTTAGE**

**Marathon MOBILE HOMES**

Really luxurious living at a fraction of the cost of a new permanent building—vacation cottage, second family home or new tenant house. Models include KING Size (10' wide) 41', 45' and 49' long . . . other models from 29' to 49' . . . 1, 2, and 3 bedroom . . . the best in everything. Luxury at a price. Write for details today. Dept. M.

**har-mac INC.**

**Stratford, Wisconsin**

## ROTARIANS CONVENTION BOUND

Would you prefer European travel in small group—7 or 8 persons—via the new small bus—VOLKSWAGEN—counterpart of the American station wagon?

Pre and post convention tours fitting time available and countries preferred is the LEISURE TOURS PLAN.

Low average daily mileage affording ample time at interesting spots, proper rest, leisurely meals, flexibility and sociability that go with small group unhurried travel.

**LEISURE and PLEASURE have the same ending—that is our target.**

**Let us exchange details—the sooner your reservation, the better.**

### LEISURE TOURS

714 Commercial St. Waterloo, Iowa  
Take TIME—for the trip of a LIFETIME

**UNRESTRICTED 50¢ DISCOUNT OFFER**

**CUT OUT AND PRESENT THIS AD WITH YOUR RESTAURANT CHECK**

**TO ELK MEMBERS and their FAMILIES**

**ARTHUR Maisel's RESTAURANTS**

... makes this sensational 50¢ DISCOUNT OFFER to Elk Members and their families. Served at all times, every day, including Saturdays, Sundays and Holidays.

**Famous \$1.89 STEAK DINNER**

Includes: Charcoal broiled Prime Angus Steer Beef, served with Curleycue Potatoes, home-baked rolls and butter, old fashioned STRAWBERRY SHORT CAKE and Coffee with pure cream.

**THIS SPECIAL DISCOUNT IS GOOD FOR 50¢ EACH TO YOU AND EVERY MEMBER OF YOUR PARTY TOWARDS A \$1.89 STEAK DINNER.**

For these 50¢ DISCOUNT TICKETS and REDUCED RATES on other meals, contact Kenneth Appleman, ARTHUR MAISEL'S REST'S, 102 W. 50th ST., N.Y.C. Plaza 7-2615

**ARTHUR Maisel's MANHATTAN RESTAURANTS**

<b>FLORIDIAN</b> B'WAY at 51st	<b>TEXAN</b> LEX at 53rd	<b>VIRGINIAN</b> 50th W. of 6th
<b>GEORGIAN</b> LEX at 46th	<b>CALIFORNIAN</b> 7th Ave. cor. 48th	
<b>NEW YORKIAN (Bar)</b> BROADWAY at 32nd	<b>BIRD-IN-HAND (Bar)</b> B'WAY bet 51st & 52nd	

**Suburban Areas**

<b>HICKSVILLE, L. I.</b> Mid-Island Shopping Plaza	<b>GARDEN CITY, L. I.</b> Roosevelt Field Shopping Center
<b>PARAMUS, N. J.</b> Bergen Mall Shopping Center	

ELK OFFICIALS: Request quantity package of DISCOUNT TICKETS for your lodge.



# *A Leaf from the Diary of*

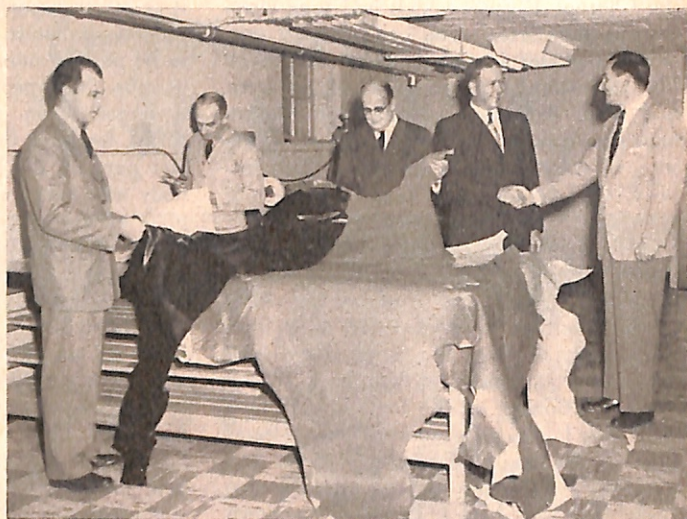
## **THE ELKS NATIONAL SERVICE COMMISSION**



A very welcome gift of leather for the Crafts and Hobbies Department of Keoughtan Veterans Hospital is accepted by Mgr. Ruben Cohen, left, from Beryl J. Oser, center, P.E.R. of Newport News, Va., Lodge, and the lodge's Veterans Service Committee Chairman W. V. Stepp.



E.R. Barney Myers and other Corpus Christi, Tex., Elks are pictured with some of their uniformed guests at one of the weekly entertainments the lodge stages for men stationed at the Naval Air Base there.



Some months ago members of Leavenworth, Kans., Lodge presented an assortment of tooling cowhides to the Crafts Shop at the VA Hospital Recreation Center at Wadsworth. The cowhides, in various colors, will be fashioned into useful articles by hospitalized veterans. Left to right are E.R. S. E. Chambers, a Crafts Shop employee, D.D. Emmett Faulconer, Chief A. H. Godat of the Recreation Section, and P.E.R. Bill Moore, the lodge's Veterans Hospital Committee Chairman.



Above: Presentation of a shipment of leather to be used at the Veterans Hospital in New Orleans, La., was commemorated in this photograph in which P.E.R. and Committee Chairman James H. Aitken, Hospital Director Dr. Anees Mogabgab, therapist Edna Soulier and E.R. Howard W. Lenfant of New Orleans Lodge appear, left to right.



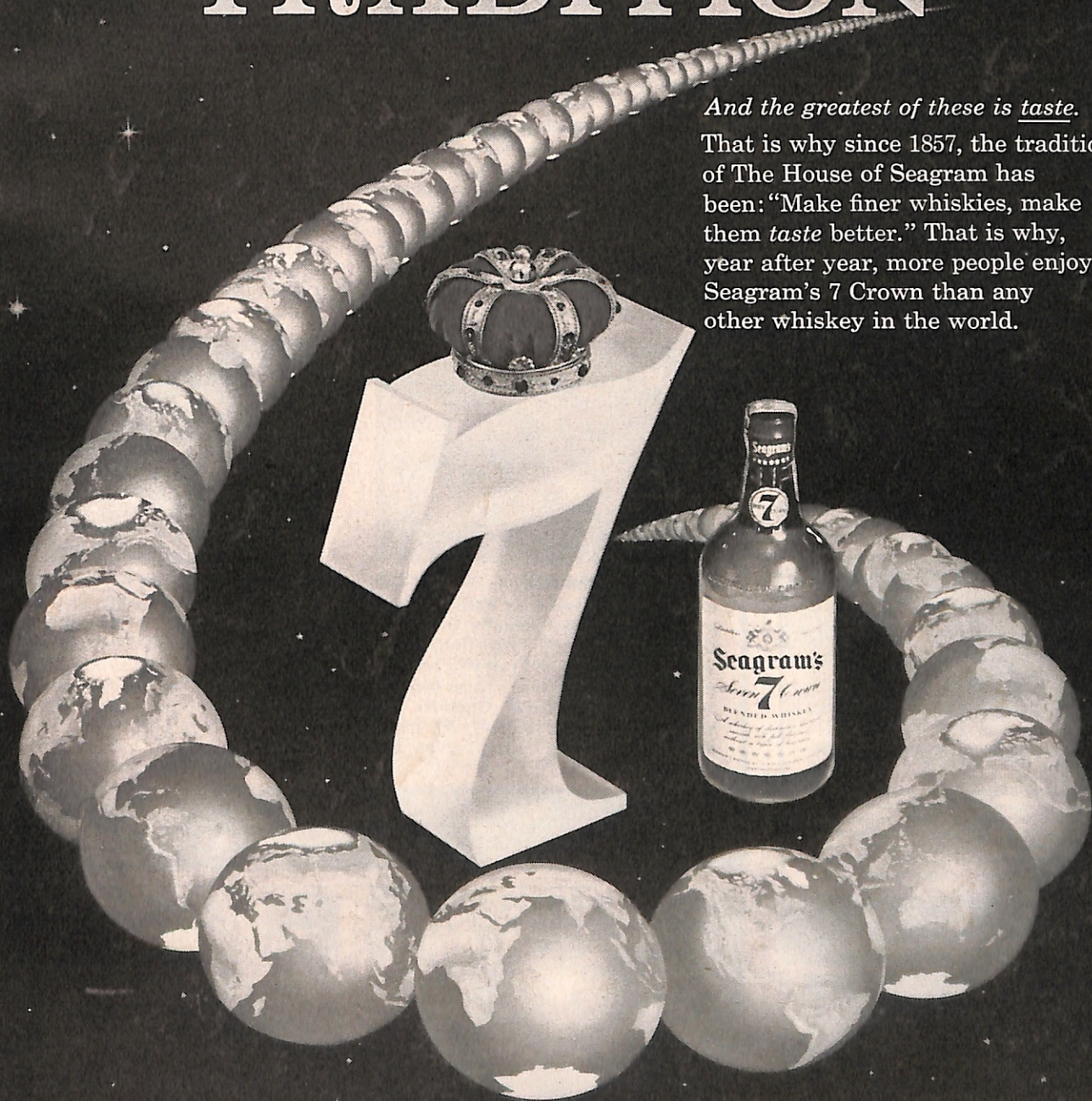
Left: Santa Maria, Calif., Lodge boasts an enviable record for veterans service work as evidenced by this picture taken at its annual drive for hides, clocks, books, radios and other paraphernalia to be used for veterans' rehabilitation throughout the country. Included in this photograph are State Committee Chairman Robert N. Traver, Drive Chairman Carl McCallister, Committeeman Ed Blaisdell, P.E.R. W. C. Rice and Secy. John Weldon.



# TIME...TASTE and TRADITION

*And the greatest of these is taste.*

That is why since 1857, the tradition of The House of Seagram has been: "Make finer whiskies, make them *taste* better." That is why, year after year, more people enjoy Seagram's 7 Crown than any other whiskey in the world.



## Say Seagram's and be Sure

OF AMERICAN WHISKEY AT ITS FINEST

SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. BLENDED WHISKEY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 35% STRAIGHT WHISKIES, 65% GRAIN NEUTRAL SPIRITS... 25% STRAIGHT WHISKIES 4 YEARS OLD, 6% STRAIGHT WHISKIES 5 YEARS OLD, 4% STRAIGHT WHISKIES 6 YEARS OLD. 86.8 PROOF.





NEW! EASY-TO-SEE

Windowpane  
Thermometer

MOUNTED IN SECONDS!  
SEE AT A GLANCE HOW COLD  
IT IS OUTSIDE FROM INSIDE

No squinting to read, even from 10 ft. away—thanks to big red figures and pointer on 3½" transparent dial you look right thru! No screws, no brackets. Just peel and press this new model on outside of windowpane. Specially compensated for windowpane use. Accurate, attractive, a much-appreciated gift! Each, \$2. ppd., guaranteed. By mail.

**BRECK'S** FREE! BIG CATALOG  
OF BOSTON of Exciting New Gifts!  
718 Breck Bldg., BOSTON 10, Mass.

Sleep Comfort

A PERFECT GIFT



The comfort of this Blanket Support will be appreciated by everyone. It eliminates disturbing weight of blankets by neatly lifting the covers from your feet. Refreshing sleep comes easily and naturally when you can stretch and turn freely. It always keeps your feet cozy and free—it relieves tensions and soothingly relaxes you. Enjoy it equally with sheet, blankets or electric blanket. Fits any bed, no attaching. Arms fold flat. Also an absolute necessity for arthritics, invalids or any restless sleeper. Order today—complete satisfaction guaranteed. Only \$3.98 plus 25c postage. BETTER SLEEP Inc., Dept. 465, New Providence, N. J.



Long  
Handled  
Measuring  
Cup Set

\$1.98  
By mail, ppd.

New, very handy and lovely on the wall! This set of 4 cups is sized to give you exactly ¼, ⅓, ½ or 1 cup! Long anodized copper-tone handles let you scoop easily. Each has a pouring lip—you can melt butter and sauces in them! Shining aluminum. Hanging rack and screws included. Order No. 7543-6, Measuring Cup Set, \$1.98 ppd. WRITE FOR FREE GIFT CATALOG!

Miles Kimball

261 Bond St., Oshkosh, Wisconsin



DON'T MEASURE JUST POUR Highball Glasses

No jigger needed when you own these handsome, hand-blown glasses. Note the ball-shaped base, which holds exactly 2 ounces. Fill it with liquor, then add soda or water and you will have a properly made highball every time! Glasses come with any 3-letter hand-etched monogram.

Set of 8—\$10.95 postpaid  
Set of 12—\$16.25 postpaid

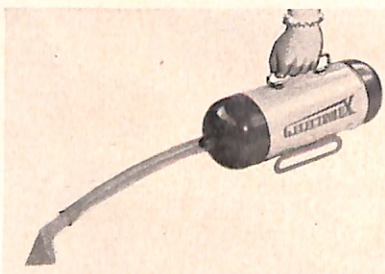
Here's How Co. Dept. EK-11  
27 East 22nd St. New York 10

Elks

FAMILY



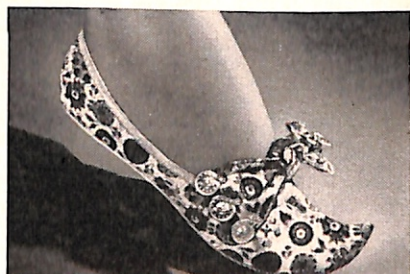
UP AND AT 'EM. No time for sleepy-heads when the two bells sound on this handsome, distinctive "Bang" Alarm Clock. Awakens you with insistent, but not jangling ring. Has shiny brass case and luminous dial that's visible in the dark. Approximately 3½" high x 2½" wide. \$4.95 ppd. Scott-Mitchell House, Dept. B-9, 611 Broadway, New York 12, New York.



JUNIOR HOMEMAKERS can clean house too with their own play Electric Vacuum Cleaner that actually picks up dust. It looks like the real thing from its two-color body and carrying handle to the plastic hose that can be bent to reach 'round corners. Operates on standard flashlight battery. 8" long. \$2.49 ppd. Medford Prod., Dept. E., Box 39, Bethpage, N. Y.



PICTURES FOR PENNIES. Each time a youngster deposits a coin (penny, nickel, dime or quarter), a colorful new picture pops onto the screen of this TV Bank. Children enjoy a show as they save their money. Mahogany-colored metal, it stands 4½" high. Comes with a key. \$2.25 ppd. Kalon Co., Dept. E, 31 West 47th St., New York 36, New York.



AN ORIENTAL TWIST to the toes and the 6 gilt coins tinkling from the bow ties make these Harem Slippers delightful "at home" footwear. Fashioned in a bright Persian print cotton, washable, with soft suede soles, foam rubber innersoles with double thickness in heel. Send shoe size. \$3.95 ppd. Artisan Galleries, Dept. E, 2100 N. Haskell Ave., Dallas 4, Tex.

Merchandise shown on these pages can be ordered direct from the companies listed. Enclose a check or money order.

INSTANT GLAMOUR WITH A FASHION HUMAN HAIR PIECE



Pony Tail \$7.50  
Ten Style Braid \$10.50  
Chignon \$7.50  
Figure Eight \$7.50  
Curl Cluster \$7.50  
Mixed Grey, Plat., & Aub.—\$3.25 extra.  
Fine quality human hair, sample color match guaranteed.  
Send generous sample, check or M.O., no COD's  
COMPLETE LINE OF WIGS & HAIR GOODS

FASHION HAIR PRODUCTS  
Dept. E-10 175 Fifth Ave., N. Y. 10, N. Y.



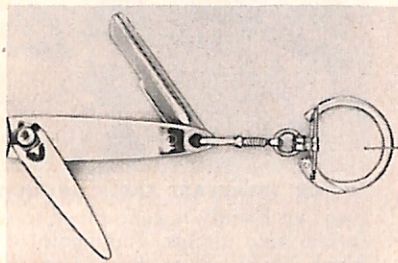
YES, 100 TOY SOLDIERS FOR \$1

To introduce our line of molded plastic toys, we'll ship you 100 Toy Soldiers for only \$1. This big colorful assortment includes 4 Riflemen, 8 Machinegunners, 8 Sharpshooters, 4 Infantrymen, 8 Officers, 8 Cannon, 4 Bazookamen, 4 Marksmen, 4 Tanks, 4 Trucks, 4 Jeeps, 4 Battleships, 4 Cruisers, 4 Sailors, 8 WAVES, 8 WACS, 4 Bombers and 8 Jet Planes. Each toy is completely assembled, designed to scale, and measures up to 4½".

\$1.00 plus 25c to Cover Mailing Costs  
HOME SHOPPER, Dept. E-128  
667 N. Fairfax Ave., Los Angeles 36, Calif.



# SHOPPER



**ONE FOR THE ROAD**—and the man who spends a lot of time on it. Three-in-one tool combines nail clipper, safety lock key holder and extra blank for car key. Beautiful 18K gold finish. Order several for each driver in your family. State make of car and year. \$1.98 each; 2 for \$3.75 ppd. Leecraft, Dept. ELK, 300 Albany Ave., Brooklyn 13, New York.



**YOU DON'T HAVE TO BE A MILLIONAIRE** to own a genuine oil portrait. Master artists will render a perfect likeness on silk canvas in glowing colors, from any good color photo, or black and white with color instructions. (Photo will be returned.) 9" x 12", only \$12 ppd. Allow 3-4 weeks for delivery. Manostro Co., Dept. E, Engleman Bldg., Suite 12-15, Manistee, Michigan.

**Except for personalized items, there is guaranteed refund on all merchandise returned in good condition within 7 days.**

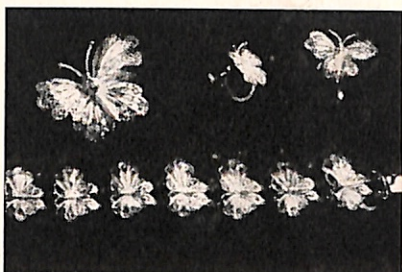


## MUSIC BOX BRACELET \$6.95

Entirely different and delightful masterpiece of de luxe costume jewelry, sold in swank New York shops for \$16.50, now a mere \$6.95. Tiniest Swiss music box movement in the world, precision built like a fine watch, handsome gold-toned case adorned with colorful musical note. Perfect starter for charm bracelet. The gift for sweetheart, anniversary, all occasions. Choose from 4 tunes: Stardust, Anniversary Waltz, Let Me Call You Sweetheart, I Love You Truly. Send no money! Pay postman only \$6.95, postage and C.O.D. fee. Money back guarantee. Willard Co., Dept. 457, 3459 W. 6th Street, Los Angeles 5, Calif.



**GENUINE COWHIDE BAG** takes years of rough wear. Yet each is a little work of art, handtooled by descendants of the world's oldest known leather craftsmen, the Mayan Indians. Leather-laced flap, roomy compartment, adjustable shoulder strap. Natural color. Ladies, 8" x 9 1/2", \$10.95; Misses, 6" x 7", \$5.95 ppd. Western Classics, Dept. EBA, Box 4035, Tucson, Arizona.



**SILVER-SPUN BUTTERFLIES** are the exquisite motif of this hand-fashioned jewelry. Made by Venetian craftsmen, they're delicately tinted with silvery blue and gold. Pin, 1 7/8" wide, \$5.50; Earrings, \$3.85; 7 1/2" Bracelet, \$16.50. Set, in velvet box, \$24 ppd., inc. tax. 35¢ extra for airmail. Alpine Imports, Dept. E, 505 Fifth Ave., New York 17, New York.



## CHRISTMAS MAIL BASKET

A beautiful red lacquered basket, gaily decorated by hand with sequined Christmas tree and snowman. A real festive addition to your door, hall or table, and a pleasant home for holiday mail. Sure to be used year after year. P.S. Fruits or gifts packed in this Christmas mail basket will win first prize for packages under anybody's tree. \$1.95 ppd. Carol Beatty, Dept. C10-W, 200 Beatty Building, Hollywood 46, Calif. Free. Write for BIG NEW GIFT catalog.

## CUCKOO CLOCK



from GERMAN  
BLACK FOREST

Now \$3<sup>95</sup>  
only

postpaid...duty-free

Direct to you from EUROPE

Low price only by direct import. German weight and pendulum CUCKOO CLOCK.

Excellent timekeeper. Cuckoos every quarter hour. HAND CARVED. Antique walnut finish. Shipped direct from Free Europe with strange foreign stamps. Order as gifts, too. (Not more than one addressed to the same person.) Send only \$3.95 each. No COD's. Postman collects 15¢ foreign packet fee which can't be prepaid. Money-back guarantee. Order today.

SEVEN SEAS IMPORTS, Dept. F39A

1717 Westwood Blvd., Los Angeles 24, California

## FREE CATALOG!



### 1,000 GIFTS

### FROM ALL OVER THE WORLD

All new 104 page catalog, jam-packed with exciting "oh-so-different" gifts. Housewares, toys, gifts, for everyone, for every occasion...many not found in stores.

### Gifts Galore You Never Saw Before!

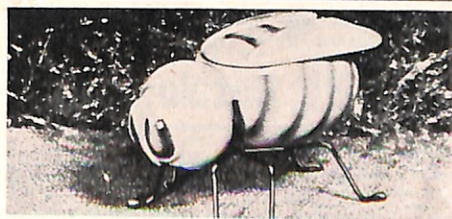
What fun to shop with no parking problems, no showing, no crowds. Shop from your arm-chair. It's like having the world's largest gift department store at your finger-tips. Everything delivered promptly to your door. Satisfaction guaranteed.



Write for FREE CATALOG TODAY

### BANCROFT'S

2170 So. Canalport Avenue,  
Dept. EL-824, Chicago 8, Ill.



## GIANT HONEY-BEE SERVER

A unique gift from California! Giant honey-bee holding 5 oz. of delicious wholesome orange blossom honey in its body. Bee is ceramic and golden yellow with black markings, rests on wrought-iron legs, 4 1/2" tall. A graceful, decorative server for any table. Also available in: "cactus" server with desert cactus honey; "Pear" server with pear honey; "Apple" server with apple honey; "Orange" server with orange honey. Set of any three for \$8.50, or \$2.95 each. Add 40¢ postage for each item.

ORDER SEVERAL FOR CHRISTMAS GIFTS. Will ship in your name to your gift list. Add 10¢ each item for "special" gala gift wrapping. Money back guarantee.

L. HINKEL — 4462 W. 59th St. — Los Angeles 43, Calif.



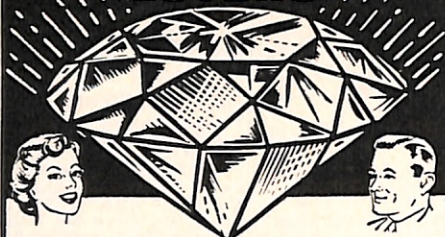
## Kills Fleas while Cats Nap

The miraculous new Kitty Cootie-Chaser is a comfortable bed that also kills fleas and lice while kitty sleeps. Stops biting and scratching, helps prevent mange. Inviting catnip aroma. Praised by fanciers who enter pets in shows. Long-lasting, 14x18 in., \$2.49. Extra inner pad, \$1.50. For Dogs—Flea-Scat-Pad kills fleas and doggy "B.O." Pleasant cedar aroma. Two sizes—15x28 in., \$3.49; 28x36 in., \$4.98.

Send check or M.O. and we pay postage. Money-Back Guarantee. Sudbury Laboratory, Box 83D, South Sudbury, Mass.



## FREE FOR DIAMOND LOVERS



### YOUR CREDIT IS GOOD

With New York's Leading Diamond Specialist

**SAVE UP TO 50% AND MORE**

TAKE 12 MONTHS TO PAY—JUST 10% DOWN

**New Big Catalog FREE**



Big savings on diamonds from unredeemed loans, bankruptcy sales and other below market sources. Select from new big catalog containing hundreds of dollars worth of genuine diamonds. All set in newest, modern settings. Values from \$25. to \$5,000. All fully protected with Kaskel's unconditional 10 day money back guarantee. Your choice of the most stylish and attractive fascinating gold and platinum genuine diamond jewelry in rings, watches, brooches, earrings, bracelets, etc. Exceptional values now available. Write for free, illustrated catalog today. You'll see this array of unusual diamond bargains in full picture and detail. You'll get diamond advice. You'll learn about our protective grading. No salesman will call. Yet, all this is free without obligation. Write for your free catalog today . . . you'll be glad you did.

**New Big Catalog FREE**

**KASKEL'S, Dept. 667-K** (Diamond Specialists Since 1882)

41 West 57th St., New York 19, N. Y.

Send free catalog and advice about diamonds, grading system, bonded guarantee. Also details about your easy payment plan.

NAME.....

ADDRESS.....

CITY..... STATE.....



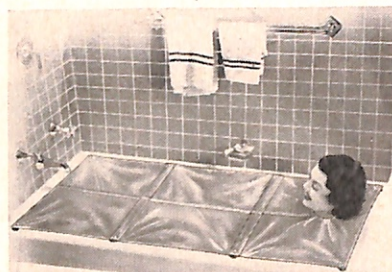
### CHRISTMAS CARD HOLDERS

Prancer, Dancer, Comet and Blitzen display all the beauty of your choicest Christmas cards from friends and loved ones. Decorative black and gold sleigh and reindeer hold 144 cards and six hangers. Really attractive decor for your mantel, wall or hung over wall mirror. Over-all size 41 inches. \$2.25 ppd. Carol Beatty, Dept. 810-W, 200 Beatty Building, Hollywood 46, Calif. Free. Write for BIG NEW GIFT catalog.

## Elks FAMILY SHOPPER



**ELECTRIC TRAIN OWNERS** will be thrilled with Audio Engineer. Just as a real train dispatcher does, you talk into the electronic microphone to make trains go, stop, back up. Red and green lights flash to show commands are transmitted to locomotive. Easily connected to American Flyer or Lionel transformers. \$5.95 ppd. Fashion Mold, Dept. E, 467 Livonia Ave., Brooklyn 17, New York.



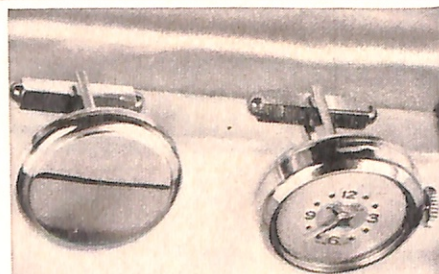
**STEAM ACHES AWAY** in the comfort of your own tub. Vinyl cover attaches with suction cups to any tub—no special equipment needed. Just zip open, step in, zip closed, and lie back to enjoy a refreshing, relaxing steam bath. It's easy to clean, folds up compactly for storage. Tub Steam Bath, \$2.98 ppd. Elron Products, 225 W. Erie St., Chicago 10, Illinois.



**FOR BREAKFAST TABLE GROUCHES.** Egg-Cup Family is guaranteed to turn frowns into smiles. Hand-painted in wood, Mama, Papa, Boys, Girls have hand-knit Tyrolean hats to keep eggs warm. Use for party favors, nuts, or mints. Imported from Italy. \$1 each, minimum order any two; set of four shown, \$4.00 ppd. Shopping International, Dept. 74, 65 Court St., White Plains, New York.



**HEAP BIG INJUN** ready for whoopin' war dance. Indian Make-up Kit turns youngsters into realistic-looking braves. Includes rubber headpiece that fits snugly down over hair, feather to insert in it, a rubber nose, and lots of colorful war paint that's easily removed with cold cream or soap. \$1.95 ppd. Page & Biddle, Dept. E, 21 Station Rd., Haverford, Pa.



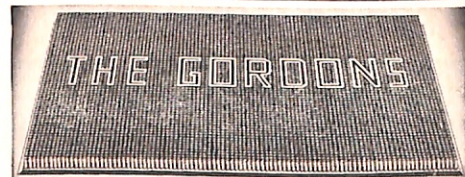
**IMPORTED CUFF LINKS**—the perfect, unusual gift for him or her. One a jeweled, shock-resistant Swiss watch (penny-sized) with an unbreakable crystal, and a YEAR'S written guarantee. The other opens up into a double, two picture locket. (Can be monogrammed, if desired, by your local engraver.) In tarnish-proof, golden finish. Exclusively ours at only \$14.95 postpaid.

**THE NASSAU CO., Dept. D**  
200 WEST 34th STREET, NEW YORK 1, NEW YORK

**Only TWO \$5 Jobs a Day At Home  
PAYS \$240<sup>00</sup> A MONTH!**

**BEFORE** **INVISIBLE REWEAVING**

**Makes Cuts, Tears, Holes DISAPPEAR from Suits, Coats, Dresses — ALL FABRICS!**  
Fabricon Reweavers who do only two \$5 jobs a day can earn \$240.00 a month. And a \$5 job can be done at home in about 1/2 hour by an expert Fabricon Reweaver. In many communities qualified reweavers are scarce; service is expensive—often unavailable. Can you learn to do this fascinating, profitable work? Can you earn \$240 monthly in your community? We'll tell you what it takes to learn invisible reweaving; we'll tell you what to do to check the opportunity for profit in your town. Get the answers to these questions free... and complete information too... all free! Write for details today!  
**FABRICON CO., 8342 S. Prairie Ave., Dept. 7510, Chicago 19, Ill.**



**PERSONALIZED RUBBER DOOR MAT**  
The Perfect Gift! Personalize and beautify your home (or someone else's) with this handsome, 2-tone 18" x 28" mat. Self-draining; 7000 rubber "fingers" scrape shoes clean! Choice of Red, Blue, Green or Black, with Ivory lettering—up to 13 letters. 2 week delivery. **Order NOW!**  
\$5.95 plus 50¢ postage

**Gifts MASTERCRAFT 212K SUMMER BOSTON 10, MASS. FREE! GIFT 'N GADGET CATALOG**



**MAKE ANY WINDOW A STORM WINDOW!**  
Brush-on liquid plastic gives amazing storm window protection! Brush Coldprufe on inside of window; peel it off in the Spring. It's colorless, odorless and washable. Prevents cold from coming in; keeps heat from escaping. Eliminates condensation and frost. Inexpensive substitute for costly storm windows. Just 1 quart will do 87 square feet of glass or 6 average size windows. Quart..... **\$2.95**

Postpaid, No C.O.D. Guaranteed.

**ELRON**

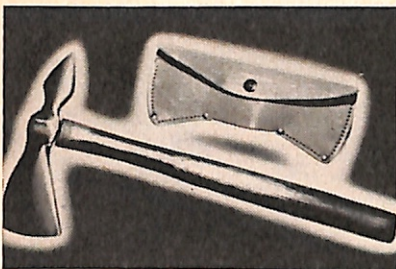
225 W. Erie St., Dept. 266, Chicago 10, Ill.



# Elks FAMILY SHOPPER



**GEAR AND VICTUALS** travel safely in the Personal Travel Bag. Designed for outdoors men, it's handy on any trip. for shoes, accessories, small articles. Straps are arranged so it may be either slung over the shoulder like a pack or carried like a bag. Red canvas trimmed with genuine natural tan leather. 17" deep. \$7.95 ppd. Norm Thompson, Dept. E, 1311 N. W. 21st Ave., Portland 9, Oregon.



**SPORTSMEN'S TOMAHAWK** has an edge so keen it can chop out a canoe from a tree trunk! Perfectly balanced, light to carry, it will probably be the most used tool on a hunting, camping, or fishing trip. 7" forged steel head, hickory handle. 13 1/2" over-all length. Axe head pouch included. \$4.95 ppd. Bill's Military Stores, Dept. EO, Green Cove Springs, Florida.



**FOR THE GRANDPA** of "the most brilliant children in the world"—Key-chain with each dangling silhouette shoe engraved with child's name and birthdate. And matching Bracelet for grandma. Proud parents love 'em too. Sterling silver or 1/20 12K gold filled. Keychain, \$1.25; Bracelet, \$1.10. Each engraved shoe (or disc if you prefer), \$1.10 ppd. Nancy Norman, 422-V Washington St., Brighton 35, Mass.



**LIGHTEN THE LOAD** of heavy groceries, packages, wet wash, etc. Scooter Bag rolls smoothly along on 4 ball-bearing castor-wheels. Holds much more than you could ever carry. Folds up compactly when empty and snaps closed. Of durable woven Saran that's strong and water repellent, \$3.98 ppd. Thoresen's, Dept. E, 352 Fourth Ave., New York 10, New York.

## "MY GREY HAIR IS A NATURAL LOOKING COLOR AGAIN" says JAN GARBER,

Idol of the Airlanes

"TOP SECRET gives my grey hair a natural looking color!" says famous dance band leader Jan Garber. "I noticed results after just a few applications. And TOP SECRET is easy to use—doesn't stain hands or scalp. TOP SECRET is the only hair dressing I use."



### A FAVORITE OF THE STARS

TOP SECRET has been a favorite with famous personalities for years. Exclusive formula imparts a natural looking color to grey or faded hair. Does not streak or injure hair; does not wash out. Send \$5.00 (Fed. Tax Incl.) for 6 oz. plastic container. (Convenient for traveling, too.) Ppd. No COD's, please. Money back if not delighted with results of use. Albin of California, Room 104, 1401-91 W. 8th St., Los Angeles 17, Calif.

## COLOR TELEVISION TOYS



**130 PIECES \$1.00**

**LARGE SIZE IN FULL COLOR.** Newest toy sensation. Realistic actors, actresses, acrobats, animals, dancers, clowns, cowboys, singers, props, over 130 performers, TV cameras, etc. All cut out of rigid book-stock and stand up. Average 5" tall. Fun

for ages 2-14. Children set up scenes and put on TV shows: westerns, circuses, variety shows, plays, etc. Gayly colored characters make delightful toys for toddlers, too. Educational "Director's Kit" explains authentic TV equipment and how to stage shows. FREE—2 funny TV puppets, arms-legs move. Send \$1 plus 25c for postage and handling (total \$1.25) for each set or 4 sets for \$4 to: **E. P. Mather**, Dept. D, 31 Francisco St., Caldwell, New Jersey.



**SPEC-GLAMOURIZERS—\$1**

Girls who wear glasses will garner lots of passes with dainty Spec-Glamourizers. Snap-on jeweled rims with adjustable clips, fit any eyeglass frames. Your choice of 5 styles—diamonds\* or sapphire blue stones, or pearls on silver. Rhinestones or pearls on gold. . . . \$1 pr. 3 pr. for \$2.75, or all 5 pr. for \$4.50.

No COD's please. Send cash, check or M.O. **RUTH BRAWER** Box 4035, Dept. ELS Tucson, Arizona

**1000 Name & Address Labels \$1.00**



Your name and address printed on 1000 fine quality gummed labels. PACKED IN PLASTIC BOX. Use them on stationery, checks, books, greeting cards, records, etc. Your choice of 3 lines printed on fine quality gummed paper. Six orders for \$5. THIS IS A SPECIAL OFFER. A sensational bargain. Ideal for gifts. Makes a wonderful, useful present. Satisfaction guaranteed. **HANDY LABELS**, 1006 Jasperson Building, Culver City 1, California.

## SEND FOR Free Record

**START SPEAKING FRENCH OR SPANISH ALMOST OVERNIGHT!**

HERE'S the easiest way to learn FRENCH, SPANISH, Russian, German, Italian, Japanese or Brazilian. Listen to FREE 2-sided non-breakable record. Let your eyes follow words in FREE sample lesson. Almost at once you'll be chatting in a new language with a perfect accent! That's all you hear! No dull, tedious work. Just listen—imitate! It's that easy! Offer may end soon. Rush 25c to help cover cost of special packaging, shipping. State language you want. We'll also send free information on full Cortina course. No obligation. **CORTINA ACADEMY**, Dept. 4210, 136 W. 52nd St., New York 19.



**Easy as A-B-C**



## Be Your Own MUSIC Teacher

**LEARN AT HOME THIS MONEY SAVING WAY**

Simple as A-B-C. Your lessons consist of real selections, instead of tiresome exercises. You read real notes—no "numbers" or trick music. Some of our 900,000 students are band LEADERS. Everything is in print and pictures. First you are told what to do. Then a picture shows you how. Soon you are playing the music you like. Write for big 36 page illustrated Free Book. Mention your favorite instrument. **FREE BOOKLET** U. S. SCHOOL OF MUSIC, Studio 10510, Port Washington, N. Y.

## New Way to Improve Your English

**POOR** English can handicap you more than you may realize. What may seem like a little error to you is a sign of lack of education to others. A command of effective English makes you more forceful, confident . . . opens up greater opportunities to you.



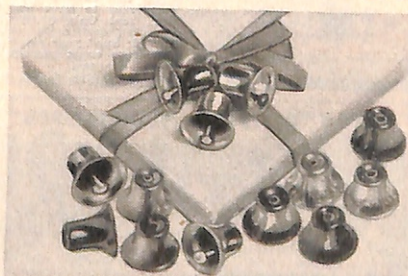
Sherwin Cody

Don't allow yourself to be embarrassed by mistakes in grammar, spelling, pronunciation, use of words. In just 15 minutes a day—Sherwin Cody's 100% Self-

**FREE BOOK**

Correcting Invention can greatly improve your English. 32-page FREE book on English tells all about it. No obligation. No salesman will call. Address: **SHERWIN CODY COURSE IN ENGLISH**, 8510 Central Drive, Port Washington, N. Y.

## GAY BELLS FOR PACKAGES They're Yours—FREE



**Only One Set to a Customer!**

We make this amazing free offer to get new customers! These gay Bells add a festive touch when tied to Christmas packages; they ring out a tinkling Yuletide welcome! So decorative, too, hung on tree, fireplace, doors, windows. Use them for anniversary, birthday gifts, also.

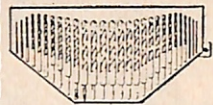
**New 1957 Catalog FREE!**

With these bells you'll receive FREE our new catalog, jam packed with over 1,000 gifts, housewares, toys—from all over the world. Gifts galore you never saw before! The complete set of 10 Bells, made of lustrous, shimmering metal, all with knockers, comes in gleaming colors of gold, silver, blue, red and green. Write today. Send only 20c to cover postage and handling.

**BANCROFT'S** 2170 So. Canalport Avenue Dept. EL-849, Chicago 8, Ill.



## Chrome Vanadium 29 Pc. DRILL SET



Specially made for speed drilling. In sturdy plastic tool roll. Finest alloy steel drills hardened and precision ground to the sharpest, longest lasting cutting edge obtainable. Will easily and cleanly bite through hardwoods, plastics, aluminum, iron and the toughest steels. Unconditionally guaranteed for thousands of drillings. Full jobber length. Sizes by 64th from 1/16" to 1/2". There are only a limited quantity of sets available at this low price, so hurry! Also available with Turned Down Shanks to fit all 1/4" drills. In individual pocket roll.

**\$6.49**  
ppd.

**\$8.95**  
ppd.

## 60 Pc. Set Wire Gauge

CHROME VANADIUM DRILLS



A \$14.95 value—  
NOW ONLY...

Same set above available with Huot Index container—Only... **\$6.65**  
plus 35¢ pp. & hdlg.

**75¢ ea. for Finest Quality**

Imported

## PRECISION PLIERS

FOR JEWELERS, OPTICAL WORKERS, HOBBYISTS, CRAFTSMEN OF ALL KINDS! These superb German instruments are of deep-forged, heat-treated high quality tool steel, fabricated to most exacting specifications. All-over ground and polished to smooth hard surfaces. Smooth working joints with just right tension. Jaws meet perfectly to safely and securely hold even the most delicate objects in hard-to-reach corners and angles. Each plier is 4" long and a veritable gem of precision and strength.



FLAT NOSE



ROUND NOSE



DIAGONAL



END CUTTING NIPPERS



1 SIDE FLAT - 1 SIDE ROUND



SNIPER



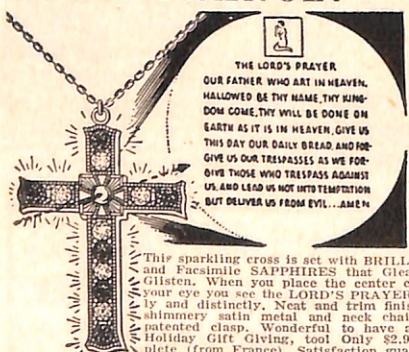
COMBINATION

**75¢ each**  
all 7 for **\$5.00**  
ppd.

Minimum order \$1.00. Send Check or M.O. C.O.D. plus fee. Money Back Guarantee.

**SCOTT-MITCHELL HOUSE, INC.**  
Dept. 5110, 611 Broadway, New York 12, N. Y.

## FROM FRANCE!



THE LORD'S PRAYER  
OUR FATHER WHO ART IN HEAVEN,  
HALLOWED BE THY NAME, THY KING-  
DOM COME, THY WILL BE DONE ON  
EARTH AS IT IS IN HEAVEN, GIVE US  
THIS DAY OUR DAILY BREAD AND FOR-  
GIVE US OUR TRESPASSES AS WE FOR-  
GIVE THOSE WHO TRESPASS AGAINST  
US, AND LEAD US NOT INTO TEMPTATION  
BUT DELIVER US FROM EVIL... AMEN

This sparkling cross is set with BRILLIANT and Facsimile SAPPHIRES that Glean and Glisten. When you place the center close to your eye you see the LORD'S PRAYER clearly and distinctly. Neat and trim finished in shimmering satin metal and neck chain with patented clasp. Wonderful to have and for Holiday Gift Giving, too! Only \$2.98 complete (from France). Satisfaction guaranteed or your money refunded. Send your name and address now. Pay postman \$2.98 plus few cents postage on delivery, or enclose \$2.98 and save most charges.

MANLY CO., 35 South Park Ave., Dept. 051, Rockville Centre, N.Y.

## BABY BOOTEE HEIRLOOMS



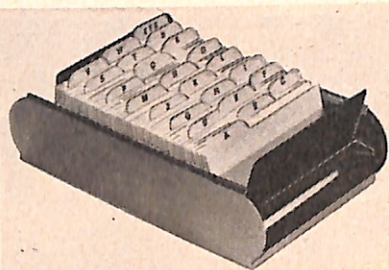
for proud mothers and grandmothers

Bootee bracelet and monogrammed bar pin proudly proclaim the beloved children or grandchildren... their names and birthdates are engraved on separate 3/4" baby booties. Adorably crafted booties, chain bracelet and bar pin are Sterling Silver or 1/20 12K Gold Filled. As many booties as you wish may be attached. Booties—\$2.50 each; Monogrammed Pin—\$2.00; Bracelet—\$2.50. Prices include engraving, tax, postage. Write for free gift catalog. ZENITH GIFTS, 10-V, Post Office Bldg., Brighton 35, Mass.

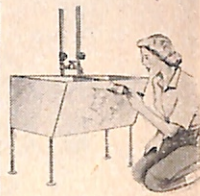
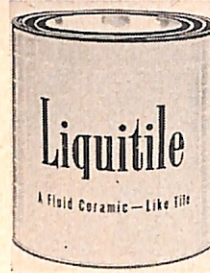
## Elks FAMILY SHOPPER



**ELKS' WALL CREST** makes handsome hanging for home, office, lodge halls. Authentic Elks seal is hand-painted in full color with gold-finished bevelled edge, mounted on polished solid oak base. 6" x 7", \$9.75; 10" x 12", \$16.50 ppd. Personalized with name and lodge, 75¢ extra. Allow 6 weeks for delivery. Heraldic Publishing Co., Dept. E, 549 Allen Road, Woodmere, New York.



**CARD CADDY** organizes business cards neatly so they're at hand for fast reference. It's handy too for gift lists, follow-up files, recipes, etc. Of plastic and aluminum, it has smooth drawer action, quick set-and-release followers. Comes with alphabetical index tabs. \$2.95 ppd. Laurel Gifts, Dept. EM, P. O. Box 312, Flushing 52, N. Y.



**TILE YOUR OWN WALLS**, cabinets, sinks, etc. Brush or roll Liquitile on any plaster, cement, wood or metal surface, bare or painted, and let dry. Order by number. 1 qt. Basic White, #8341, \$4.95. For other colors, order tint tubes to mix with white. Pink, #8342; Yellow, #8343; Blue, #8344; Grey, #8345. 49¢ each. Add 15¢ postage. Bancroft's, Dept. EL-308, 2170 So. Canalport Ave., Chicago 8, Ill.



**314 DIFFERENT FOREIGN STAMPS** are offered as a bargain pack to active or potential Stamp Collectors. Includes Jules Verne Science-Fiction Set. Extra attraction is 48-page stamp dictionary. Offered for only 25¢ as an introduction for the privilege of sending you approvals. Stampex Company, Dept. HE, Box 47, White Plains, N.Y.

## BY MAIL ONLY! OVER 2000 EARLY AMERICAN REPRODUCTIONS

...at prices even Ben Franklin would have approved!

Colonial Pine Furniture • Braided Rugs  
Early Colored Glass • Hand Blown Bottles  
Pewter • Copper Pots and Kettles • Dinnerware • China • Early Thumb Latches  
HL and Strap Hinges • Outdoor Colonial  
Lampshades • Scones • Hanging Lamps  
Chandeliers • Weather-vanes • Cupoles  
Boot Scrapers • Bells • Pine Spoon Racks  
Shelves • Trivets • Candle Holders  
Snuffers • Plant Brackets • Hooks • Switch Plates • Andirons • Fire Tools • And everything else you ever heard of!

**Old Guilford Forge** 1054 Broad Street Guilford, Conn.



## FOR YOUR KITCHEN & BATHROOM



## TIDY-DRY

Now, dry all your stockings, lingerie, baby things, everything, without the

muss, fuss and drip of towel and shower rods! Place this new, compact dryer in kitchen or bathroom—fold it away when not in use. The cadmium-plated metal is rigid when extended to its full capacity of 25" (giving you 15 feet of line space), closes to a neat 18 1/2" x 6" x 3". Easy to put up—no sag, no drag! Perfect for kitchen or bath—\$3.95 room; home, apartment or hotel... only \$3.95 postpaid

Satisfaction Guaranteed. Sorry No Stamps—C.O.D.'s  
**DUNKEL & SONS** Free Catalog on Request 1415-E FOSTER AVE. BROOKLYN 30, N. Y.

## Versatile Olde New England SEWING BUCKET

23" high; A Lovely End Table! A Beautiful Piece of Furniture!



Hand-turned by village craftsmen from hardy native pine. Plenty of storage for scissors, yarn; spindles for thread. When finished, pop your needles into cushion, drop lid, presto! A lovely End Table! Hand rubbed Salem Antique finish. Small: 23" by 13", only \$11.95 ppd. Large: 24" high (lid down), 15 1/2" diam., only \$12.75 ppd. (Please add 75¢ W. Mass. R.)

Money back if not thrilled.

Postpaid **Puddin' Holler, Box 6E10** East Swansey New Hampshire

## Housebreak Your Dog NEW Easy Way!



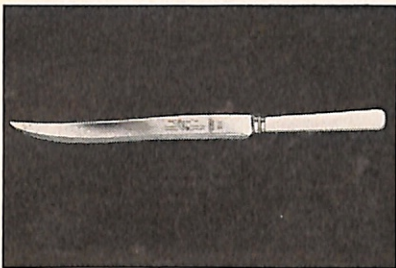
## TRAIN DOG TO ONE SPOT

The original National Housebreaking Scent quickly trains mature dogs and puppies to "answer nature's call" when and where you wish. One harmless whiff and response is immediate. Trains dogs to use newspaper or box indoors or go to any spot you select outdoors. Guaranteed. \$2.00 ppd. Air mail 50¢ extra. No C.O.D.'s.

**PACIFIC COAST SCENT CO.**  
10660 Stanford Ave., Garden Grove 1, Calif.  
30 other scents—Dealers and Jobbers write.



# Elks FAMILY SHOPPER



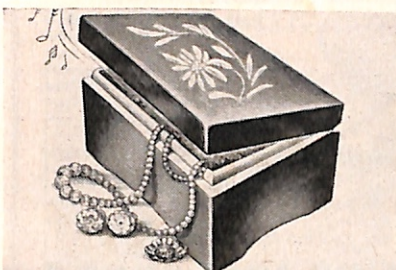
**YOU'LL ENJOY CARVING** with this scientifically-edged blade that never tears but glides through roasts, saving savory juices. Its self-sharpening, stainless steel blade also slices wafer thin tomatoes, onions, cold meats. Imported from Sheffield, England. Gourmet Carver, 8" blade, \$6; Captain's Carver, 9" blade, \$8 ppd. World-Wide Industries, Dept. H, 110 Greene St., New York, N. Y.



**READY FOR RAIN.** She'll be pert, pretty and protected by this "ducky" Rain Hat of gay polka-dot chintz covered by clear, waterproof vinyl. Tricked out with two dangling, feather-light plastic duckies and a border of lacy white posies, it ties under chin. In navy or red. \$1.98 ppd. Breck's of Boston, 364 Breck Building, Boston 10, Mass.



**STEP-END TABLE.** New England skilled woodworkers have handturned this Colonial reproduction, using solid rock maple for the "steps." Roomy sugarin' firkin storage compartment of native white pine holds sewing, knitting, odds and ends. Hand-rubbed Salem Antique Maple finish. 21" high, 22" long, 15" wide. \$14.95 ppd. Add 75¢ west of Mississippi. Puddin' Holler, Dept. E, East Swanzey, N. H.



**MAKE MUSIC** with your gifts this year. Musical Chest, hand-crafted in Switzerland, is a handsome holder for king or regular-size cigarettes, jewelry, stamps, etc. A merry tune greets you when you open the carved top. Attractive walnut finish. Only \$3.95 ppd. Seven Seas Imports, Dept. F39F, 1717 Westwood Blvd., Los Angeles 24, California.

## NEW 1957 CAPE STOLE OR JACKET FROM OLD FUR COAT



• World's oldest, Largest One Price Fur Service  
• Most praised by Fashion Magazines  
• Widest Choice of Styles  
• Whether your coat is outworn or just out-of-style, you'll be delighted with Morton's glamorous restyling.

**\$22.95**  
**TAX FREE**  
**INCLUDES:**  
• RESTYLING  
• NEW LINING  
• INTERLINING  
• MONOGRAM  
• GLAZING  
• CLEANING

### TEAR OUT COUPON

MAIL NOW TO  
MORTON'S, Dept. 45-J, WASHINGTON 4, D. C.  
Send Morton's Free Fur Restyling Book To:

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Zone: \_\_\_\_\_ State: \_\_\_\_\_

SEND FOR  
**FREE**  
12 PAGE  
STYLE BOOK

### GIFT-WRAP RIBBON

**89¢**

**BRECK'S**  
**300**  
**FEET!**

**LOWEST PRICE EVER!** Save \$1.50 over store price! Fine quality fused-edge satin ribbon in popular half-inch width. You get 300 feet in handy double spool—150 feet in each of two colors. Choose double spool with red and green, or with gold and royal blue. Perfect for every gift-wrap need, all year long! One double spool only 89¢—or save more with 3 double spools for \$2.50. Specify color. Limited supply—order by mail, TODAY! Postpaid. Satisfaction Guaranteed.

**BRECK'S OF BOSTON** **FREE! BIG CATALOG** of Exciting New Gifts!  
717 Breck Bldg. BOSTON 10, Mass.

## New Crop #1 Unshelled PECANS . . . in colorful Mexican



### FIESTA BASKET

Big Stuart and Success Pecans, washed, polished and machine graded.

**5 lbs. \$6.00**  
**ppd.**

Send gift list and personal or business cards. We do the rest.

### FOR GROUP FUND-RAISING!

Pecan Halves, 1 lb. cello. bags, \$1.40, 25 or more. Send for colorful folder, prices, etc.

DEEP SOUTH PECAN CO., Dept. EK, Biloxi, Miss.

### The Original French MUSICAL JUMP ROPE

As an apple-cheeked little girl skips rope, a merry tune fills the air because the handles of the bright colorful rope are self-contained music boxes. Do not confuse with the cheaper Jap copy of this item.



**\$1.50**

Postpaid  
Sorry No COD's  
Pa. Residents Add  
3% Sales Tax

Send for Free Gift Catalog  
HAVERFORD E 10, PA.

PAGE & BIDDLE

## 8X10 COLOR PRINTS

**\$2.00**

All Orders Returned 1st Class

ANSCOCHROME & EKTACHROME rolls processed—120, 620 and 20 exp.

35 MM (mtl).....\$1.60

KODACHROME—20 exp. ....\$1.25

35 MM duplicates 20¢ each

KODACOLOR CU processed 90¢ roll.

Prints 27¢ each

No C.O.D.'s—Minimum Order \$1.00

### ACME COLOR PHOTO LAB.

Box 6025-E

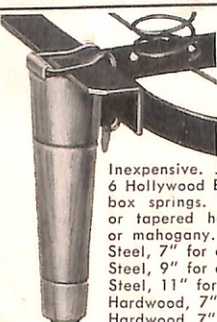
Minneapolis, Minnesota

## 'Goodbye to GRAY HAIR' says Hollywood Chemist

Recently a leading Hollywood chemist who has been manufacturing a hair preparation for 15 years, made this statement: "I unhesitatingly guarantee that my newest product called Hairtone, will gradually and satisfactorily color gray hair. This new method adds youthful color to gray hair so gradually that even your best friends won't realize you are changing your hair's color." This chemist also says gray hair hurts you in business, handicaps you socially, ruins romance because lifeless, dry, streaked hair tells everyone you are getting old. But he warns not to use a dye because it looks artificial and the sudden change is a tattle-tale to your friends.

So, if you want to look years younger, if you want your hair to have that vital, youthful color and natural gloss it had years ago, then start using Hairtone today. Here's how Hairtone works: Each morning rub fragrant Hairtone into your hair with your fingertips. It acts like a fine hair coloring. There's no need to choose a color. Hairtone is positively guaranteed to color hair to your satisfaction or double your money back. Only \$3 plus 30¢ tax. Enclose \$3.30 and we ship, postage free. Or send no money but pay postman \$3.30 plus postage. Allied Cosmetics, Dept. 150, 3459 West 6th Street, Los Angeles 2, California.

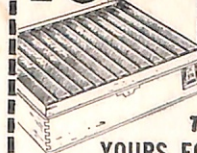
## MODERN Hollywood BED LEGS



Inexpensive. Just snap 'em on. Set of 6 Hollywood Bed Legs for open, coil or box springs. Of sturdy straight steel or tapered hardwood. Colors: blonde or mahogany.  
Steel, 7" for open coil springs.....\$5.95  
Steel, 9" for open coil springs..... 7.95  
Steel, 11" for open coil springs..... 8.95  
Hardwood, 7" (illustrated)..... 6.95  
Hardwood, 7" for box springs..... 5.95  
Shipped postpaid from factory

COLSON BROS. of Calif. Dept. A-10-4  
6061 Santa Monica Blvd., Hollywood 38, Calif.

## 10 CIGARS FREE



**FREE TRIAL OFFER**  
**DEMONSTRATION OFFER**  
**TO MAKE MORE NEW FRIENDS**

### YOURS FOR THE ASKING!

Cigar pleasure for fussy smokers! Sampler includes 100% clear Havanas, Blends, Long Fillers. Worth \$2.08! Absolutely FREE to new customers. Ask for your demonstration offer today. Send \$1. which is deductible from first regular order. \$1. back if not satisfied. You can't lose. Order now!

HAVANA-FLORIDA CIGAR COMPANY  
Dept. 106, 94 River St., Hoboken, N. J.





Your youngster will be the most popular on the block when he gets this set of 100 Pirates. Big colorful treasure box includes:—8 Swords-men, 4 Prisoners, 8 Cannon, 8 Buccaneers, 4 Galley-men, 4 Treasure Chests, 4 Chest Bear-ers, 8 Mermaids, 8 Accordion Players, 4 Pi-rate "Goldbrickers", 8 Treasure Diggers, 8 Musketeers, 8 Pistol Fighters, 8 Seamen, PLUS Captain Kidd, Long John AND a Fleet of 4 Ships. Each to scale, about 2" tall, with full detail, stands on own base. Of durable bright plastic. Order several sets NOW and keep the kids happy for hours. Send \$1.25 for each postpaid set of 100.

**BRECK'S OF BOSTON** **FREE! BIG CATALOG** of Exciting New Gifts!  
1716 Breck Bldg. BOSTON 10, Mass.



"TOPS" for the Home, for Athletic Clubs, for Reducing Salons—for MEN and WOMEN!

Enjoy the relaxing, stimulating benefits of efficient vibratory massage! Health Builder gives you pleasant, scientific deep-tissue manipulation—at the snap of a switch. Helps weight and figure problems, muscle-toning, blood circulation. Widely used in Health Institutions. Built for years of service—fully guaranteed. WRITE today for literature and new booklet. "BE GOOD TO YOURSELF!"

**Battle Creek EQUIPMENT CO.**  
Battle Creek 37, Mich.



## Genuine FURS FOR DOLLY

Complete 3-Pc. Set  
**\$1.00 up**

7"-9" Dolls  
**\$1.00**

12"-22" Dolls  
**\$2.29**

23"-30" Dolls  
**\$2.98**

Stunning Cape, Muff and Hat to Match

Little Mothers can now pamper their favorite dolls with this stylish outfit of REAL, deep-piled, snowy-white sheared rabbit fur. Shimmering satin-lined cape with silk ties and fluffy pom-poms. Chic hat and muff to match. Real luxury for doll collectors, too. Send remittance or order C.O.D. on money-back guarantee.

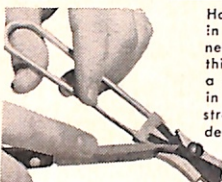
**NIRESK INDUSTRIES**

Dept. DF-213  
Chicago 40, Ill.



**WARM FRIEND!** You'd never suspect such smart luggage contained a fully equipped bar! Ideal companion at football games. Saves tips-on-trips; in hotels and trains! Tan, leather-like exterior, 13" x 8" x 4". Two compartments (for bottles or shaker.) Includes four 2 oz. glasses, spoon, opener and corkscrew. Brass lock & key. \$12.75 ppd. Leslie Creations, Dept. 213B, Lafayette Hill, Pa.

## NEVER A DULL MOMENT!



Have the sharpest household in town with this ingenious new sharpening tool. Anything!! Yes, anything with a cutting edge will be keen in a flash with a few light strokes. Knives, scissors, garden tools, lawn mowers, etc.

P.S. (At the opposite end is an efficient glass cutter). Instructions enclosed. \$1.00 ppd. Sorry, no C.O.D.'s. Another product of exceptional merit selected and guaranteed by your Out West Personal Shoppers. 3 for \$2.75.

## THE PROSPECTORS

Dept. 3-L, Pacific Bldg., Santa Monica, Calif.

## CAMEL HAIR BRUSHES!



**20 for \$100 SURPLUS!**

Camel Hair Brushes that cost many, many times this low price. You actually buy these brushes at less than the cost to manufacture. For use in the home, office, shop or store. For touch-up, pasting, drawing, lens cleaner, typewriter cleaner, cleaning precision instruments, guns, tools, sporting equipment and hundreds of other uses. Assorted sizes. Money back if not satisfied. 20 brushes, \$1.00. 42 brushes \$2.00. Add 10c P.P.

**MATTHEW DAY CO., INC.**

12 E. Madison Ave., Dept. 26BR, Dumont, New Jersey



## MERMAID FISH LURE POOR FISH CAN'T RESIST

Here's a new angle for anglers... and boy, what curves! Bass, pickerel, salmon, muskies and fishermen find her irresistible...

...and she practically wolfs the trout right out of their streams! The little lady is 3 3/4" long, shaped like a castaway's dream, has alluring, water-fast, natural colors. Like all proper sirens, she looks fragile as moonlight. But she's made of tough molded plastic... just about as rugged as rugged can be! **\$1.00** Specially priced for Christmas...Only ppd.

**FREE!** Send for Unique Christmas Catalog—Gifts, Toys and Gadgets  
SPENCER GIFTS, 618 Spencer Bldg, Atlantic City, N. J.

# ELKS FAMILY SHOPPER



**WALL-SIZE WORLD MAP.** If you've tried, you know it isn't easy to get an inexpensive, good-looking wall map of the world. This one in full color is sure to please students and make a decorative reference aid in any home. Heavy duty stock, easily mounted. 33" x 50". Same size map of U.S.A. also available. \$1.00 each; 3 for \$2.75 ppd. Terry Elliott, Dept. E, 135 E. 44th St., New York 17, New York.



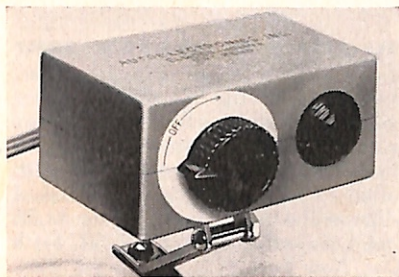
**SPECTACLE BINOCULARS.** Your favorite sport will give you more enjoyment than ever before when you wear these fine lenses. 3 x 28 magnification, with excellent clarity and a wide field of view, they're comfortable and non-fatiguing even after hours of wear. Imported. \$15.00 ppd. Hende Co., Dept. E-19, 1712 N Street, N.W., Washington 6, D.C.



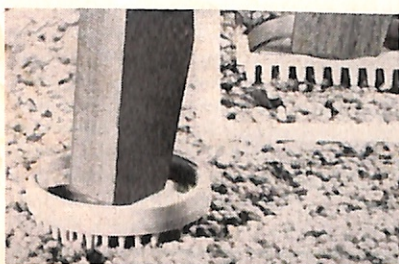
**PILLOWED IN COMFORT,** you'll sleep like a baby on this Butterfly Relaxapedic Pillow. Pre-shaped and air-cushioned, it cradles your head, eliminating the kink in the neck you get from the limp, lumpy ordinary pillow. Inflatable, it can be adjusted for height and softness. \$3.95 ppd. Better Sleep Inc., Dept. E.K, New Providence, N. J.



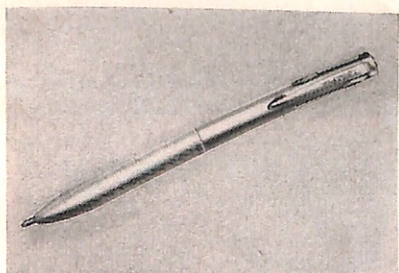
## ELKS FAMILY SHOPPER



**DON'T RISK A TICKET** by speeding unwittingly. If you're one who can't resist an open road, Speed Alarm is for you. Not a governor, it's mounted on dash or windshield, flashes a red light warning when you exceed the limit. And it stays lighted 'til you slow down. Dial to set for any speed limit. Easily installed. \$9.95 ppd. Wm. Novack, Inc., 35 So. Park Ave., Dept. E, Rockville Centre, N. Y.



**FURNITURE "LIFTS"** are a new type of rug protector that do not crush or mash carpeting. Furniture leg is held in a safe, non-skid cup; bottom of "Lift" has hundreds of "fingers" that clear carpet piling, prevent crush marks. Plastic. Choice of clear, blonde, or mahogany. Set of 4 of any color, \$1.00 ppd. Dorothy Damar, 720 Damar Bldg., Elizabeth, N. J.



**FOUR COLORS** in one pencil. Just a flick of the thumb automatically releases the lead you want, black, blue, green or red. Yet it's lightweight, easy to write with and uses standard leads. Bright silver finish. Individually boxed for gift giving. Imported from Germany. \$2.00 ppd. Hollis Co., 1133 Broadway, Dept. E, New York 10, N.Y.

## AMAZING BARGAIN!



# FREE!

**25 ORNAMENTS  
& CANDLES 25**

Easily worth \$1, but you pay nothing extra for these beautiful ornaments given with each tree.

## WHIRLING Christmas TREE

\$2.00  
VALUE

**59c**  
2 FOR \$1

\$2.00  
VALUE

### Sparkles as it goes round & round

Now yours — the famous Whirling Christmas Tree in frosted Venetian-glass effect — a \$2.00 value — for only 59 cents. This amazing offer is made to win 100,000 new customers.

Revolves 'Round & 'Round...

No winding... No gears to wear out! As it turns it sparkles with 1000 rays of colorful rainbow light! 12½ inches high. **FREE:** You receive 25 tree ornaments, Christmas Tree Balls of genuine blown glass, petite candles, Star of Bethlehem, etc., etc. These ornaments alone are easily worth \$1.00, but are yours at no extra cost!

Special: 2 for \$1.

Spread Christmas cheer! Order several now! Place on tables, TV sets, over fireplace, etc. Remit only 59c for your Venetian Tree or pin \$1 bill to this ad for 2 trees complete with ornaments. **FREE** with order for 2 or more — Booklet of world's most famous Christmas Hymns & Carols — complete with words and music. Given: Christmas Gift Catalog — over 160 unusual gifts! Amazingly low prices! 49 cents and up. **NOTE:** This offer is for a short time only. Clip ad and RUSH NOW!

MRS. LAVALLE, DEPT. 103-L-56  
585 Water Street, New York 2, N. Y.



### OUTSIDE HOLIDAY DECORATIONS

Realistic Santa and reindeer molded of sturdy styron, beautifully decorated, 12" tall, entire set is approx. 5' long when arranged. Tack on roof, to chimney, stick in lawn or snow. Santa and Reindeer Set \$1.98 ppd. **ALSO LARGE LIGHTED SET:** Sleigh and each team of reindeer has floodlight at base of stake. Huge display approx. 22½" high, 8 to 10' over-all. Complete with outdoor cord set, bulbs. Use year after year. Electric Sleigh Set (complete) \$8.95 ppd. Carol Beatty, Dept. K10-W, 200 Beatty Building, Hollywood 46, Calif. Free. Write for BIG NEW GIFT catalog.



## 100 COWBOYS & INDIANS

Make the kids happy with this set of 100 fine quality MOLDED PLASTIC toys. Each brightly colored authentic toy stands on its own base and is a full 2" high. Packed in a colorful gift box, this complete Rodeo contains BUCKING BRONCOS, RODEO RIDERS, SHERIFFS, COWGIRLS, COVERED WAGONS, WAR-RIORS, SQUAWS, etc. A gaily decorated Teepee and a Fenced Corral are included FREE with each set. Yes, all 100 Toys only \$1, plus 25c postage and packing. Order several sets NOW at this very low introductory price. Money back guarantee. **FREE GIFT CATALOG.**

**GIFTS FROM HONG KONG, Dept. E-106**  
827 Lucile Avenue  
Los Angeles, Calif.

**YES! 100  
COWBOYS  
& INDIANS  
FOR \$1.**



## ORDER NOW AND SAVE!

Imported from Holland  
**100 TULIP BULBS**

**LARGE SIZE  
\$3.98**

We sell these same Imported From Holland Tulips separately by color and variety at 100 for \$10.00. Yet by ordering our rainbow mix assortment for fall planting, you pay only a fraction of this price. Choice selected world famous early blooming varieties including many Double Tulips and the famous Red Emperor. Large size aver. 4 inches circumference. This selection of glorious rainbow mix colors includes dazzling reds, pure whites, deep lavenders, purples, yellows, pinks and two-tones. Guaranteed to bloom first season or replacement free. Certified by Holland Dept. of Agriculture.

### FREE OF EXTRA CHARGE

Just for ordering now we will send you without extra cost 12 IMPORTED FRENCH SNOWDROPS. Give beautiful white blooms in early spring. **ORDER TODAY.**

**SEND NO MONEY.** Mail order today. When your carton of 100 large IMPORTED FROM HOLLAND TULIP BULBS plus the extra 12 imported FRENCH SNOWDROPS arrive this fall pay postman only \$3.98 plus C.O.D. postage. (Cash orders add 65c and we ship postage paid.) Satisfaction guaranteed or return for purchase price refund.

**HOLLAND BULB CO. Dept. MV-1444, Holland, Michigan**



### BEDSIDE LIFT LIGHT

Perfect for nursery, sick room or emergencies in the night. Simply pick it up and it lights automatically. Stays lit while held, or flip the switch to keep it on. Easy to find, for it has a luminous band that glows in the dark. Uses 2 standard, inexpensive flashlight batteries. Metal case finished in chrome; or pink and blue for the nursery. 7 1/2" high overall. (Batteries not included.) **\$1.00**



Postpaid. No C.O.D. Guaranteed, of course.

**ELRON 225 W. Erie St., Dept. 267, Chicago 10, Ill.**

### SHOE SHINE KIT

E-Z Shine Holders are made of strong aluminum. Detach from wall bracket. 3 changeable toe plates for men, women and children (for all size shoes). Chrome-like finish. C.O.D.'s pay postage. Look sharp at low cost. Guaranteed to give long, hard family usage.

Penna. residents add 3% sales tax

A useful gift for all occasions

**WAYNE Mfg. Co.**

**\$2.95**

WAYNE E10, PENNA.

### The TIE of the MONTH CLUB

*the Male*  
**SOLVES HALF OF YOUR GIFT PROBLEMS!**

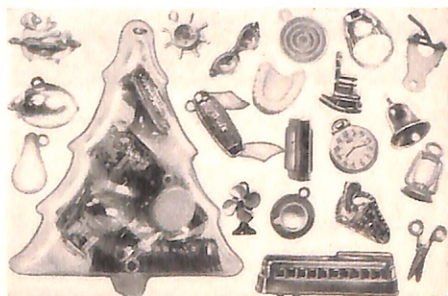
Solve your male gift dilemma all year round! Each month, Tie-of-the-Month fashion specialists scour the world's markets for outstanding ties. Original designs in fabrics imported from France and Italy include silks, jacquards, woven patterns, stripes. Each handsomely gift boxed free. Give "him" the gift that keeps on giving—a subscription to Tie-of-the-Month Club!

**Only \$6.00 for 3 months, \$11.00 for 6 months and \$20.00 for 12 months.**

**INTRODUCTORY LIMITED SAMPLE OFFER**  
Send \$1.00 for proof of our outstanding values. You must be delighted with your tie or your money will be refunded.

**TIE OF THE MONTH CLUB**

520 Fifth Ave., New York 17, N. Y.



### TREE FULL O' TOYS...

A child's delight—more than 20 miniature toys—for boys or girls—sealed in an attractive transparent tree. Each one different such as a fan that turns, a game that plays for boys, a purse or doll for girls. Brilliantly decorated toy miniatures. You may want several and they are 6 for \$5 or \$1 each. Tree of Toys \$1 ppd. Specify boy or girl. Carol Beatty, Dept. 410-W, 200 Beatty Bldg., Hollywood 46, Calif. Free. Write for BIG NEW GIFT catalog.

### WHAM-O FENCING SWORDS

These handsome swords have blades of fine carbon spring steel and are ideal for learning the art of fencing.



**special price**  
**41" long**

**TWO for \$2.98**

Can be hung as wall display in den. Polished metal guards with blood red and silver cordons, beautifully set off the solid alder grips. Once used in deadly combat, now an exciting sport. A real bargain, \$2.98 with fencing instructions and safety tips. At sports dealers or send:

### WHAM-O baseball trainer

**Only \$2.98**

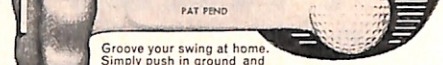


For practice at home. Develop form—sharpen your eye. Hit it square and hear the WHAM-O! It's fun! No ball to chase! Works from post... or can be swung through strike zone by teammate.

Returns to position after each swing. Pivots to different positions in strike zone. Quickly improves your batting average. Heavy duty—withstands violent abuse. Used by instructors. At sports dealers or send:

### Golf WHAM-O for practice \$1.95

DEVELOP FORM - CORRECT HOOK AND SLICE!  
USED BY PROS  
No ball to chase!



Groove your swing at home. Simply push in ground and hit. Woods and irons. Tough flex plastic, hardwood stock and steel spikes. Guaranteed. \$1.95 at dealers or send to:

**WAMO MFG CO., Box 45-A, San Gabriel, Calif.**

### SMOKERS' GIFT

#### Handy Pack Dispenser

Full Carton of regular or king-size cigarettes and 8 match books at your fingertips... remove one pack, another drops into place... in this California Redwood Smoke House with leather hinges, brass studs, carved letters on door. Is 13 1/2" high, 4 3/4" wide, 2 3/4" deep.

**Only \$3.95 ppd.**

Send check or money order (no C.O.D.'s) to

**D. & E. STUDIOS**

3518 Ellsworth St.,  
Los Angeles 26, Calif.



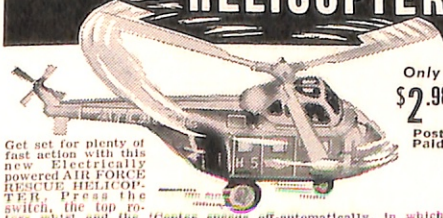
### TREASURE CHEST



What a treasure, this little chest with hand painted Oriental scenes, mirrored door that opens with a red silk tassel... three tiny drawers that pull out to receive your rings and small items. Top and sides are inlaid with brilliant many-colored woods. Just 5 1/2" high by 4 1/2" wide by 2 1/2" deep. Money back guarantee. **Only \$1.98 ppd.**

**HUSS BROTHERS 800 N. Clark St., Dept. 8-H  
Chicago 10, Illinois**

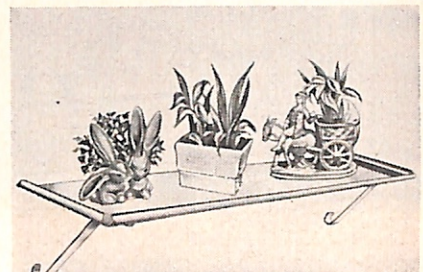
### New Action AIR FORCE - RESCUE Electric HELICOPTER



Get set for plenty of fast action with this new Electrically powered AIR FORCE RESCUE HELICOPTER. Press the switch, the top rotors whirl and the 'Copter speeds off automatically, in which ever direction you command. The Helicopter is over a foot long with an all metal body decorated in Air Force colors. Durable constructed with a full rotor, steering and landing gear wheel and two heavy rubber cruising wheels. The cockpit window reveals two lifelike Airman inside. Sensational value. Runs for hours on ordinary flashlight battery. **SEND NO MONEY**, pay postman \$2.98 plus postage and handling or remit \$2.98 and we pay postage. **DEPT. EL10**  
**SUCT-DRI PRODUCTS P. O. Box 39, Bethpage, New York**

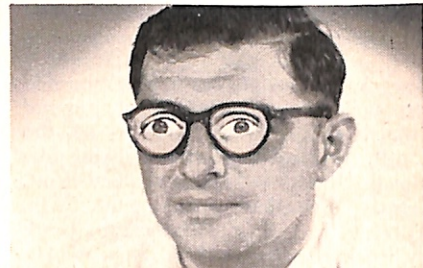
**Only \$2.98 Post Paid**

### ELKS FAMILY SHOPPER



#### SELF-ATTACHING WINDOW SHELF

makes a handy holder for plants, fans, books, etc. Sturdy 6" shelf attaches easily on window sill without screws or nails. Window can be left open, closed or locked. Rigid steel with rolled edges, finished in glossy baked white enamel. 23" long, 6" wide. **\$1.35 ppd.** Laurie & Co., Dept. EF, 507 Fifth Ave., New York, N.Y.



**WHAT A SPECTACLE!** You'll risk a riot when you don these hilarious specs at a party. Amazingly life like photos of wide-open eyes are attached to real glass lenses in "tortoise shell" frames. Carry a spare pair for refuge when you want to snooze, yet look alive. Choose your personality type from Eager Beaver or Cool Intellectual. **\$1.00 ppd.** Taylor Gifts, Dept. E, Wayne, Pa.

### Adventure BOOTS

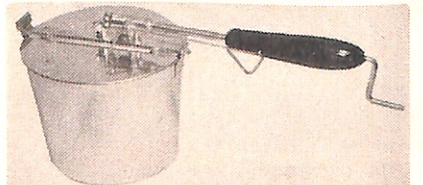


Luxurious comfort, handsome ruggedness in top grade 9" reverse leather boot for all-round wear. Cushion foot with spring steel arch for comfort. Easy-on-and-off yet hugs the heel. Non-slip Neo-Cord sole & heel. Supple, scuff-proof desert tan premium leather. Sold with money-back guarantee.

**MAIL ORDER ONLY**

**Men's 5-13 Widths A-E \$14.75 Postpaid**

**FREE 52-PAGE CATALOG** featuring complete selection of finest boots, outdoor clothing & equipment.  
**Norm Thompson**  
Dept. 27 • 1311 N. W. 21st, Portland 9, Ore.



### POPALL CORN POPPER

You won't know what you've missed until you taste home-popped corn... soaked in the goodness of rich, fresh butter and seasoned to your liking. You'll know at first bite why thousands of families won't have it any other way. The POPALL makes four quarts of popcorn in two minutes. Safe and easy for children to use. Built to last for years. Money back guarantee. **\$4.95 ppd.** Send check or money order to

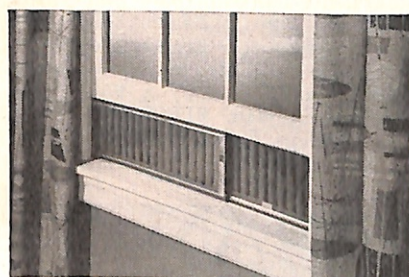
**EDWARDS POPALL MANUFACTURING CO.**  
P. O. Box 375  
Wellington, Kansas



## ELKS FAMILY SHOPPER



**FIVE-BOARD FOOT STOOL KIT.** This Colonial classic comes to the aid of the modern housewife as a stepping stool, child's seat, cosy fireside or game room touch, etc. A faithful reproduction, the kit comes with pre-cut pine boards, nails, antique-finish paint. 6" high. \$2.95 ppd. Matthew Day Co., Dept. E, 12 E. Madison Ave., Dumont, New Jersey



**FIBERGLAS WINDOW VENTILATORS** filter out 80% of the soot, dirt, pollen in the air you breathe. They keep out rain and snow, prevent drafts, admit sunlight, yet give privacy. Easy to rinse clean. Aluminum frame with foam rubber gaskets for snug fit. 18" to 34", \$3.98; 22" to 42", \$4.49. Add 25¢ postage. Mastercraft, 212K Summer, Boston 10, Mass.

**FREE!** to prove that in Only 15 Minutes you can start to



**PLAY PIANO**

with BOTH hands... this Marvelous New Way Send for free Sample Lesson today! I will include 5 simple "play-at-once" songs—a Note Selector for your right hand—and my Patented Automatic Chord Selector for your left hand. No "tricks" in my tested, proven method. You actually learn by playing simple single note melodies with one hand, while striking beautiful simple resonant bass chord accompaniments with the other. No tedious scales. No boring exercises. No dreary practice. Just delightful enjoyment. Simply send name, address, and 10¢ for postage and handling to: DEAN ROSS, 45 West 45 St., Studio A-9301, New York 36.

## ★ RETRACT-A-PEN RIOT! ★

Prices Slashed to New Low!

**REFILLS**  
**10 for \$1**  
(49¢ value each) to fit

**PAPER-MATE**  
and all retractable pens (except Parker Jotter) Choice of Red, Blue, Black or Green Ink!

Press Here to Write  
Press Here to Retract  
**RETRACTABLE PENS**  
**5 for \$1**  
(\$1.79 value each) 100 for \$18

Choice of Red, Blue, Black or Green Ink! Barrels in assorted colors. Will not leak, smear or transfer. Send check or money order; add 10¢ shipping charge. Money-back guarantee. Larger quantity and imprint prices on request.

**BARCLAY DISTRIBUTORS**

Dept. 443, P. O. Box 45, Forest Hills, N. Y.



## NOISELESS SKATES IN GAY COLORS

There's something revolutionary afoot—wonderful new roller skates in *gay crayon colors* with *noiseless wheels*. Children love the bright colors—parents have blessed relief from clatter. Skates are rust-proof, self-lubricating, have silent, non-breakable nylon wheels. Adjust to children shoe sizes 8 to 12. Feather-light, perfect for beginners. Lifetime guarantee. Crayon pink or blue with contrasting color trim. \$2.95 postpaid. ARTISAN GALLERIES, 2100-Q10 N. Haskell, Dallas, Texas.



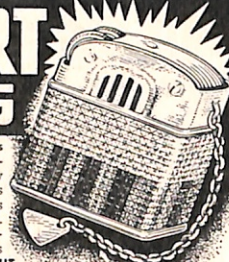
## Delicious PETIT FOURS ROYALE

The World's Most Precious Pastry!

Only a poet could describe the incomparable taste of these exquisite chocolate-covered candy-cakes made from the secret recipe of Louis XIV of France! Now the recipe is served only in Maxim's of Paris, the Claridge of London. The ingredients of these Petit Fours Royale are so pure (not a single artificial preservative) that they keep for weeks in oven-fresh condition—and forever in your freezer. Box of 40, \$3.00—6 for \$15., postpaid. Fully guaranteed. Send cash, check or money order today.

Mrs. Dorothy Damar 332 Damar Bldg., Elizabeth, N. J.

## IMPORT PAYS BIG



New World Trade Boom Offers Big Profit Opportunity to Ambitious Men and Women. Learn how to import thousands of products at low foreign prices for buyers in your locality at high U. S. prices—operate a worldwide mail-order Import-Export business from your home. **START WITHOUT CAPITAL** or previous experience. Training includes shipment to you of many sample imports from 'round the world. Opportunity world travel. Save on personal purchases of Clothes, Tools, Gems, Watches, Cameras, etc. **HERE'S PROOF...** an import from overseas **SENT AT OUR COST**. Mail this ad with 25¢ (coin) and we'll rush you this \$2 Melson Automatic cigarette lighter to convince you of tremendous profits. Send for your lighter and full details showing how to learn World Trade secrets to put you on road to your own Profitable Home Business. (No lighter without this ad—only one to a person.) You can get details alone **FREE**, but the lighter is actual proof of import values. Either way, **WRITE TODAY!** MELLINGER COMPANY, Dept. F 39 A, 1717 Westwood, Los Angeles 24, Calif.

### WROUGHT IRON DECOR

**TOWEL BARS & RINGS**—A smart new way to give a mark of distinction to your bathroom and kitchen. Black wrought iron scroll design. Complete with screws for easy mounting.

A. 12" Towel Bar \$1.75 ea. ppd.  
18" Towel Bar \$1.95 ea. ppd.  
B. 4" Towel Ring \$1.75 ea. ppd.  
6" Towel Ring \$1.95 ea. ppd.

**MINIATURE HOOKS**—These decorative hooks are especially appropriate for hanging copper molds, kitchen utensils, pot holders, clothes, etc. Beautifully wrought of heavy metal and finished in satin black. 2 1/2" high. Complete with screws.

C. Set of 3 hooks.....\$1.50 ppd.  
2 Sets (6 hooks).....\$2.95 ppd.

**Write for FREE Gift Catalog**  
*Laurie & Co.*  
Dept. EL-1, 507 Fifth Ave., N. Y. 17, N. Y.

## YOUR OLD FUR COAT INTO NEW CAPE, STOLE!

STYLE #55

**\$22.95** COMPLETE

ORDER BY MAIL  
2-3 week delivery

Send for **FREE** Style Book

I. R. Fox, fur remodeling specialist, re-styles your old, worn fur coat regardless of condition into glamorous 1957 cape or stole. One low price, \$22.95 complete! This low, low price includes cleaning, glazing, repairing, lusterizing to new sheen, remodel completely, plus a lovely **NEW LINING** and **INTERLINING** & Monogram at no extra cost. The thrilling result—a luxuriously beautiful cape, stole or jacket. **SEND NO MONEY!**

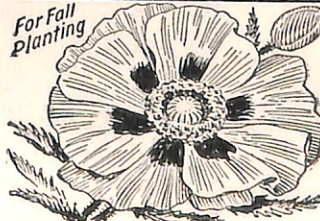
Just wrap up your old fur coat, mail it to us now. Send your dress size and height on postcard. Pay postman \$22.95 plus postage when new cape arrives. Or send for **FREE** Style Book now! Many different styles to choose from. Write:

I. R. FOX, 146 W. 29th ST., DEPT. C-30, N. Y. C. 1, N. Y.

## COME AND GO SHIRTS

Come and go Cow boy. Cow girl Shirts. You're really an important little guy or gal when your shirt proudly boasts your first name front and back. White shirts are made of long wearing combed cottons, with a nylonized neck. Screen printed design with name embroidered on front and back. Fully washable, no ironing! Boys sizes 2, 4, 6, 8. Girls, sm. med. lg. Only \$2. Order today from The Home Shopper, Dept. E-O, 667 N. Fairfax Ave., Los Angeles 36, Calif.

## GIGANTIC STOCK SELLOUT!



For Fall Planting  
**10 Oriental POPPIES \$1.00\***  
**25 for \$2.00\***

\*C.O.D. postage extra. Cash Orders add 35¢ and we ship postage paid

**Beautiful Showpieces That Are Easy To Grow**

Our mammoth stock of gorgeous Oriental Poppies (*Papaver Orientalis*) is now being offered for recommended fall planting at nearly half price... 10 for \$1.00, or 25 for \$2.00. This is an amazing opportunity to beautify your garden and home with lovely strong poppies that bloom in a brilliant scarlet color every June with large blossoms up to 6 inches across. These hardy beauties are easy to grow and reach heights up to 3-4 feet... **Positively guaranteed.** If not satisfied return for refund of purchase price. Cash orders add 35¢ and we ship postage paid. C.O.D. orders pay postman amount plus postage. This is an absolute close out! Get a six months start on your spring garden and save big money by ordering now. Write:

**MICHIGAN BULB COMPANY Dept. OP-1444 Grand Rapids 2, Michigan**



# FREE! DELUXE ITALIAN PROVINCIAL DOLL

SENT DIRECT FROM FLORENCE  
On New Membership Plan Of  
**WORLD-WIDE DOLL CLUB**

Kiddies and grown-ups will be thrilled with membership in unique foreign Doll Club—the perfect gift! A luxurious Italian Doll arrives first—a *Free Membership Bonus!* Then each month another rare doll arrives direct from an exotic land—in export packings with colorful foreign stamps. Unusual, deluxe, hand-crafted dolls, up to 1 foot tall. Adorable hand-painted faces. Such unusual details as earrings, lace trimmed undies, glossy hair! From Europe, Asia, South America, Africa—the whole world! Ideal for play, yet genuine collector's items—not available in U.S. except to members! Inspire interest in geography, history, customs. Fascinating brochure with each.

You'd expect to pay up to \$7 each—and more!

**—LESS THAN \$2 EACH—**

All Postpaid—Duty Free

**EXTRA BONUS**

Order 12-month membership now and get two dolls in last month—plus Italian Doll (FREE on any plan). Thus, on 12-month plan, you actually get 14 dolls.

**Money-Back Guarantee Lets You Keep Italian Doll Free!**

If not delighted with free Italian doll, money refunded in full and you keep doll free! Furthermore, you may cancel membership at any future time.

**WORLD-WIDE DOLL CLUB • Dept. 348 Greenvale, N. Y.**

**—Subscribe Now For FREE BONUS—**

WORLD-WIDE DOLL CLUB, Dept. 348 Greenvale, N. Y.

Please enter the following subscription. Remittance enclosed.

☐ 3-MONTH DELUXE MEMBERSHIP \$8.75

☐ 6-MONTH DELUXE MEMBERSHIP \$14.50 (Save \$3)

☐ 12-MONTH DELUXE MEMBERSHIP \$26.50 (Save \$8.50)

FIRST DOLL SENT AIR MAIL FOR ONLY \$1 EXTRA

Send To \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

IF GIFT, SEND YOUR OWN NAME AND ADDRESS ON SEPARATE SHEET.

NOTE: Postman must collect 15¢ foreign package fee.

## PROTECT YOUR CHILD

### FROM WET BEDS with STAYDRY\* PANTIES

Protect your child—day and night—from unhealthy wet clothes and bedding. Staydry is the all-in-one panty recommended by many leading doctors as the solution to this embarrassing problem.

#### NOT A DIAPER

These well-fitting panties of fine, non-toxic plastic are lined with highly absorbent material for complete safety. Washable, they may be boiled and bleached. Economical Staydry frees you from the needless mess and expense of rubber sheets, extra sheets and enormous laundry bills.

Guaranteed by Good Housekeeping  
If not as advertised, return for full refund.

Perfect for invalids—wonderful for adults with this distressing problem.

**INFANTS:**  
Med., Lg. .... \$1.69  
Extra Lg. .... \$1.98  
**WAI ST SIZES:**  
18, 20, 22 .... \$2.98  
24, 26, 28 .... \$3.98  
30, 32, 34 .... \$4.98  
36, 38, 40 .... \$5.98  
Give exact waist measurement in inches.

**FREE Booklet on Bedwetting.**  
Money Back Guarantee in 10 Days  
\*Reg. U. S. Pat.  
**JOLAN SALES CO.**  
Newburgh, N. Y.

**\$1.69**

JOLAN SALES CO. Dept. E Tel: 1288  
Fostertown Road, Newburgh, N. Y.

Please send me \_\_\_\_\_ Staydry Panties

Waist Size \_\_\_\_\_ Price \_\_\_\_\_  
☐ C.O.D. ☐ Check ☐ M.O.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## WROUGHT IRON SWITCH PLATES

ATTRACTIVE PRACTICAL and DURABLE electric switch ornaments.

Designed to add warmth and beauty to the walls of any styled home from Provincial to Modern. These handsome black wrought iron scrolled-framed plates fit over any wall switch or outlet. Give added protection to walls from finger marks. Ideal for any room . . . Living Room, Kitchen, Bed Room, Den, Foyer, etc.

#1 Single Switch \$1.35 ea. #2 Triple Switch \$1.95 ea. #3 Duplex Outlet \$1.35 ea. #4 Double Switch \$1.65 ea. #5 Combination Switch and Outlet \$1.95 ea.

Other types available including Despard Plates. No C.O.D.'s please. We pay postage. Money refunded if not delighted. Order NOW!

Write for FREE Gift Catalog •

**Lawrie & Co.** Dept. E-16, 507 5th Ave. New York 17, N. Y.

## Turn Page Sidewise—and Read HIS NAME ON HIS TIE

We handprint your name in oils in beautiful contrasting colors. Truly a personalized gift that will be long remembered. No two ties alike.

Paint will not come out in cleaning. Your choice of colors: Maroon, Navy Blue, Powder Blue, Royal Blue, Brown, Gray, Beige, Yellow, Green or Black. Nylon \$3.00 postpaid. Pure Silk, \$5.00 postpaid.

Order several for Christmas! Be sure to print name clearly. Send cash, check or money order. Allow five days delivery.

**REFLECT PRODUCTS, Dept. E-10**  
3404 Second Avenue  
LOS ANGELES 18, CALIF.

## CIGARETTE PACK DISPENSER

Perfect gift! Attractive dispenser stores full carton of cigarettes. Handy for office, home or shop. Easily attached to wood, metal or tile—screws, cement included. Made of handsome, lustrous ivory plastic. Specify regular or king size. Money back if not delighted. Send for free gift catalog.

**\$1. PPD. Special 6 for \$5. PPD.**

**Grandma Pennypincher**  
1216 Yale St. Dept. E-1 Houston, Texas

## 48 CHILDRENS RECORDINGS \$2.98

**HOURS & HOURS OF HAPPY MUSIC**  
The Kiddies will enjoy many happy hours of music (and Mom and Dad will recall many of their childhood favorites) with this wonderful music-filled album. The 48 Children's Recordings are recorded on 6 long-playing records specially made to play on any standard 78 rpm phonograph. There's Westerns, Nursery Rhymes, Hillbilly Tunes, Children's Dances and many more. And best of all, each record comes with a WRITTEN GUARANTEE against breakage for a full year. All 48 recordings—only \$2.98.

**JULIA MOORE, Dept. E-106**  
1732 Hermosa Avenue, Hermosa Beach, Calif.

# Elks

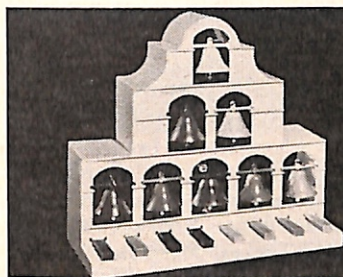
**MAGAZINES PILING UP?** Stow them neatly in this handsome Floor Rack you build yourself. It holds sixty magazines, upright, easily visible and they will not bend out of shape. Unfinished pieces are easy to assemble with ordinary household tools. Measures 23" x 30" x 9½" wide when completed. \$17.95 ppd. Yield House, Dept. E, North Conway, N. H.

**WORLD TRAVELER.** You'll look the part wherever you take this superb bag of camel hide. Elegant, with an air of swagger, it's rugged, roomy and surprisingly lightweight (less than 4 lbs.). Leather-lined, 21" long x 8" wide x 12½" high. Outside pockets with locks are ideal for camera, cigarettes, accessories. \$40.00 ppd. incl. Fed. tax. Edwin House, Dept. E, 145 W. 4th St., New York 12, N. Y.

**MOLD YOUR OWN** butter patties to give old-fashioned graciousness to your company dinner table. This authentic reproduction of a Colonial Butter Mold has gone modern and turns out personalized patties. Of hard-rock maple with 3 deeply-carved initials, it's handsome enough for a kitchen "show-off" piece. Print initials. \$2.95 ppd. Handy Gifts, Dept. 6, Box 509, Culver City, Calif.



# FAMILY SHOPPER



**TOTS PLAY TUNES** immediately on the "Mission Bells." They don't need to read to pick out the notes which they follow by color. At the softest touch of a key, the bell swings and sings out one note of the scale. Six popular children's songs are supplied with color-keyed notes. 14" wide. \$4.98 ppd. Here's How Company, Dept. E, 27 E. 22 St., New York 10, New York.



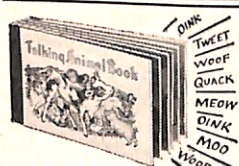
**TWO-WAY TIMEPIECE:** a lovely lapel watch that converts to an attractive standing clock. 1" x 1½" miniature cuckoo clock of antiqued gold plate houses a guaranteed, jeweled Swiss watch. Wear on lapel or set on stand and use in boudoir. Watch, \$13.98 ppd., incl. tax. Stand, \$2.50. Merrill Ann Creations, Dept. E, 102 Warren St., New York 7, N. Y.



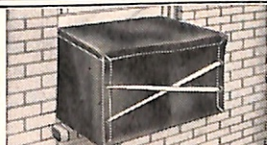
**PERKY POODLE** is a gift to make you tops with a teenager. Sure to be the most chic addition to a stuffed animal collection, Perky sports a jewel-studded plastic collar and leash, is 14" long, 12" high in grey poodle cloth trimmed with grey Spanish Lamb or black velvet with Shocking Pink Spanish Lamb. \$4.95 ppd. Hobi, Dept. E4, Flushing 52, New York.

Except for personalized items, there is guaranteed refund on all merchandise returned in good condition within 7 days.

## Bancroft's THE UNUSUAL FROM 'ROUND THE WORLD



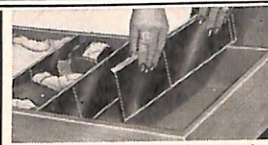
**Fun On The Farm**  
**THE BOOK THAT TALKS—\$1.00**  
A different voice talks to your child from every page! Here's a gay and colorful animal story with words and sound. The cows Moo, the dog barks, the duck goes quack-quack. Press the entire book and they all sing out in chorus. TU8412-008 ..... \$1.00



**Stop Rain, Snow, Dust, Drafts!**  
**AIR CONDITIONER COVER**  
Don't let winter weather make your air conditioner old before next summer! Heavy-duty, water-repellent dark Air Conditioner Cover protects finish—keeps mechanism in perfect condition. Keeps out cold air drafts; adds years to life of unit.  
TU 6133-026, Fits ½, ¾ ton... \$3.95  
Extra Large, Fits 1, 1½ ton and flush-type, TU 8250-031..... \$4.95



**Fog-Proofs Windshields!**  
**END STEAMED WINDOWS**  
One rub stops fogging for months! Chemically treated miracle cloth keeps windows crystal clear—even during cooking or baking! Prevents auto windows from clouding and crumbs from upholstery. Mirrors from sweating, bathroom mirrors from fogging, and eyeglasses fog-free.  
TU1978-002, two for..... 95c  
TU8251-004, (Jumbo size) 2 for..... \$2.00



**Organize Messy Dressers!**  
**EXPANDING DRAWER DIVIDERS**  
Adjustable Dividers bring odds and ends into "file cabinet" order in minutes. Hose, gloves, blouses, etc., have separate compartments. Fits all drawers from 9 to 17" wide.  
TU3847-012, 2½" high, 4 for..... \$1.00  
TU3848-023, 4½" high, 4 for..... \$1.19  
TU3849-035, 6½" high, 4 for..... \$1.29



**No Rubbing, No Mess!**  
**SPEEDY LIQUID "SANDER"**  
Wonder performing liquid sander disintegrates varnish, paint, enamel and lacquer finishes in minutes. Just stroke on lightly; no mess or hard rubbing as with ordinary sandpaper. Leaves clean, smooth surface on all wood, metal or linoleum. Makes refinishing easy and safe for hands and surfaces too.  
TU7790-020 ..... \$1.49



**WASH WINDOWS IN SAFETY**  
Touch it to the glass and presto!—inside, outside, and between double sash windows—clean as a whistle! You're safe inside always. Window-O-Wonder is 31" long... reaches hard-to-reach windows, walls and moldings without hazardous ladder climbing. Sponge on one end washes, rubber squeegee on the other dries. Rod is plated steel—lightweight, easy to handle.  
TU7334-021 ..... \$2.49



TU7818-D, Each..... \$1.00



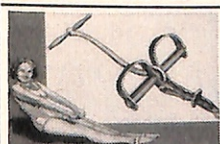
TU3749-023 ..... \$3.98



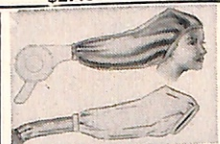
TU8321-002, Each..... \$2.00



TU 3664-006, Complete..... \$1.00



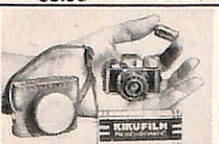
**No More Pills! No More Diets!**  
**STRETCH TO HEALTH...**  
... And reduce! Develop a shapelier figure and regain radiant health—in your spare time at home. Perfected in Hollywood, where health is wealth, here's the pleasant way to lose excess pounds. Rubber rowing machine exerciser folds compactly for storage.  
TU3785-022 ..... \$3.95



**Dry Hair in Minutes!**  
**HOME HAIR DRYER**  
Modern women are celebrating... no wet hair to keep them waiting. Air Cap dries hair in jiffy. Set hair anytime—even after swimming—take it down, dry in minutes. Dryer slips on vacuum or hand dryer; other end fits comfortably on head. Leaves hands free.  
TU7193-002 ..... \$1.00



**The Dentist Way...**  
**RELINTE TEETH**  
New "Firma-Teeth" gives dental plates more hold-in power! Molds to exact contour of plate and gums... cushions—insures perfect fit. ONCE APPLICATION LASTS YEARS! Pleasant tasting, comfortable, enables you to eat anything. Equally good for full, partial plates.  
TU7737-006 ..... \$2.00



**Take Secret Photos!**  
**TINY POCKET CAMERA**  
Take clear, detailed pictures at a moment's notice. Miniature any camera takes secret photo. 1½" high x 2" wide with quality lens for close-up or distance. Weighs 3 oz., 10 exposures to roll. With case.  
TU6420-005 ..... \$1.98  
TU6421-002, Six rolls of film..... \$1.00

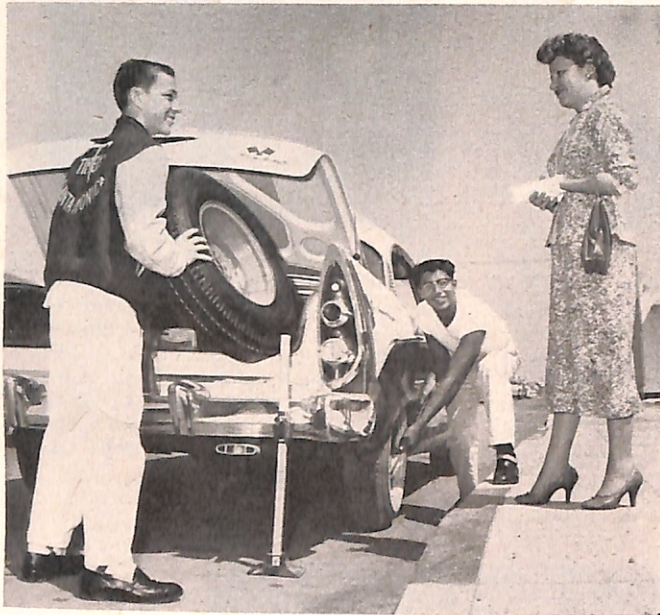


**Scandalous! Hilarious!**  
**FUN-FILLED TISSUE**  
Riotous... but so much fun! Laugh loaded Toilet Rolls spin out rib-tickling sayings so funny you have to see 'em to believe 'em. Sure to make all your guests—even prudish Aunt Mary—sit up and take notice.  
TU7777-010, 3 Rolls..... \$1.00

**HOW TO ORDER:**  
• Order by number, stating quantity desired.  
• Add only 15c to each item ordered for postage and handling.  
• Send payment (check, money-order or cash) with your order. No C.O.D.'s please.  
Satisfaction Guaranteed  
Or Your Money Back  
Send All Orders To:  
**BANCROFT'S**  
2170 So. Canalport Ave.  
Dept. EL-831, Chicago 8, Ill.



# News of the Lodges



Left: Expert assistance for motorists having car trouble is a specialty of the T-Timers of Santa Monica, Calif., the world's largest hot-rod group which specializes in courtesy and safety, under the guidance and with the financial assistance of the Elks of Santa Monica. Here, Mrs. Margaret Tolman receives assistance from T-Timers Dewayne Starkey, left, and Tony Reyes.

and stock it with tools for the T-Timers' use. They also had the club incorporated. All club activities are constructive—they hold their own safety inspections, collect money for charity and all racing is confined to drag strips. It is receiving financial support from parents, car dealers and accessory companies.

The club's promotion is Hal Hild's full-time, no-pay job; a retired lawyer, he travels all over the southwest establishing new branches to add to the current 19 groups which boast 1,000 members. In each city where a new branch is formed, Elk representatives and the police act as advisors; following the example set by No. 906, six other lodges have acquired garages for their T-Timers. The Santa Monica organization now numbers 160 with 53 police officers on its roster; in addition, over 100 policemen are members of other branches. Membership includes Rep. D. L. Jackson, actors Pat O'Brien and Keenan Wynn and many famous racing figures.

Helping motorists in distress is the T-Timers main activity. They cheerfully change tires, rev stalled motors and tote gas, free of charge; their greatest satisfaction comes when they give the motorist they have helped a card which states: "You have been assisted by a member of the T-Timers of Southern California."

## Student Aid Tops for Palo Alto, Calif., Elks

For some time Palo Alto Lodge No. 1471 has sponsored an extensive Scholarship Program, applications for which are received from students of five senior high schools and junior colleges in the area and screened by a competent committee. E.R. Douglass Whitaker reports that awards valued at \$4,350 were presented this year.

In 1955, E.R. George Estcourt instituted a new award of a four-year scholarship in the field of Political Science. The successful competing student receives a \$1,600 award which is placed to his credit with the university of his choice and disbursed

## Santa Monica, Calif., Elks Sponsor Hot Rod T-Timers

Thanks to the Elks of Santa Monica Lodge No. 906, particularly Police Sgt. Jack Espinosa and Hal J. Hild, local hot-rodders have become white knights of the road through their courtesy, conscientiousness and willingness to help drivers in distress.

The story of the world's largest hot rod club was featured in an article written by Dick Miller for the *Evening Outlook*. Illustrated with photos by Dan Tompkins, it told how in 1953, the local police depart-

ment assigned Sgt. Espinosa to give safety talks to hot rod clubs throughout Southern California in an effort to check the growing menace to the safety of the citizenry. The sergeant met with little response until he talked to the T-Timers, 11 young drivers who showed an enthusiastic interest in his ideas and asked him to sponsor them. When the group grew too large for him to handle alone, he solicited the aid of his fellow Elks. Hal J. Hild was assigned to look into the matter and his favorable report resulted in the lodge's undertaking the project.

The Elks' first step was to rent a garage



Above: Some of the 72 handicapped children from ten lodges in the Southern District of West Virginia who were given a week's vacation at the 4-H Camp near Huntington under the auspices of the State Elks Assn. which sponsors similar programs for the State's two other Districts.

Below: Tuscola, Ill., Lodge was instituted in May, 1955, with 186 members. On Christmas Day its quarters burned to the ground and the lodge's 210 members immediately went to work to build their own home. Pictured at the groundbreaking were Boy Scout Carter Morris, Treas. E. D. Shiffler, Past State Pres. C. W. Clabaugh, P.D.D. W. F. Goodrum, E.R. H. B. Morris, Secy. Harry S. Marsh and Chaplain J. N. Jones.



ADDRESS OF GRAND EXALTED RULER FRED L. BOHN: Rooms 121-122, Zane Hotel, Zanesville, Ohio  
ADDRESS OF GRAND SECRETARY LEE A. DONALDSON: Elks National Memorial Building, 2750 Lake View Ave., Chicago 14, Ill.





Traverse City, Mich., Lodge recently made the final \$500 payment on a \$5,000 pledge to James-Decker Hospital's Building Committee. Participating in the transaction were, foreground, Hospital Board Member Virginia Mitchell, Elk Trustee James Thirlby, Hospital Board Chairman Gary Arnold, E.R. H. Glenn Purvis, Elk Trustees Chet Calvin and Chas. Bracken and Secy. Ray Johnston. In the background are Board Members George Gilbert, Hal Voiey, Jack Penrose, Sid Medalie and Julius Beers, and Hospital Administrator Kent Schafer.



The Auburn, N. Y., Elks Microd Club in action at the former home of the "Can-Am" minor league baseball team, where bi-weekly races draw crowds of from 1,000 to 1,500 spectators. The cars are made of plywood and are powered by gasoline lawn-mower motors, according to M.T.T. specifications. Past State Vice-Pres. Philip J. Conboy is Chairman of the lodge's Youth Committee which sponsors the races.



Motion pictures will now be shown at Camp John V. Kenny in High-bridge, N. J., thanks to the Elks of Jersey City who presented a new projector and screen for the enjoyment of the 90 handicapped children who are guests at the camp. Photographed with the equipment are, left to right, P.E.R. Samuel J. Cook, Crippled Children's Committee Chairman Bernard Stogoski, Camp Secy. George Blaney, Mayor Bernard J. Berry, P.E.R. James F. Kennedy, Exalted Ruler John T. Klück and Est. Lect. Knight Walter Peters.



With their coach are the members of the Ritualistic Team of Greenfield, Ind., Lodge who are the West Central District Champions. They are, left to right, foreground: Est. Lect. Knight Thomas Peterson, Lead. Knight R. E. Brown, E.R. R. N. Grier, Loyal Knight Robert Jackson, Esq. Frank Baker; second row: Coach M. E. Myers, Chaplain Keith McClarnon, Inner Guard Robert Maxwell and Candidate Max M. Heare.

by the university at \$400 a year, provided the student maintains a passing grade with a political science major. John Brewer won the award last year and is enrolled at Pomona College; Darryl Henderson earned the 1956 award and has entered Stanford.

Another student project being supported by No. 1471 is the Exchange Student Program. Under the Chairmanship of Ned Baker, since 1953 Palo Alto Lodge has provided \$600 annually to permit a foreign student to be brought here for a year's enrollment in one of our high schools.

Palo Alto's 3,400 Elks contributed a total of \$23,100 to charity and community service last year; their gift to the State Assn.'s Major Project on cerebral palsy was nearly \$13,000.

#### **Jamestown, N. D., Elk Earl A. Reed Passes**

North Dakota Elksdom is mourning the loss of Earl A. Reed, a veteran member of Jamestown Lodge No. 995 and its Secretary for 22 years. A.P.E.R., Mr. Reed also served his State Assn. as Secy. for 20 years.

A native of New York State, Mr. Reed came to North Dakota in 1902 where he held the post of Stutsman County Clerk of District Court for 34 years. He is survived by his wife, son, daughter, sister and five grandchildren.

### **YOUR GRAND LODGE COMMITTEE ON LODGE ACTIVITIES PROGRAM**

**OCTOBER**—National Newspaper Week Oct. 1-8. The Committee requests every lodge to participate and forward reports and pictures to Joseph F. Bader, 279 Travers Place, Lyndhurst, N.J., not later than November 1st for judging. Each lodge which has not completed the project, "Salute to the Grand Exalted Ruler Class," is urged to do so now.

**NOVEMBER**—Opening of a two-month, national, state-wide round-up of all Elks National Foundation Committees to formulate a plan to arouse interest in the Foundation. Final results will be announced in January, the birthday month of the Foundation and of its Chairman, John F. Malley.

**DECEMBER**—Elks Memorial Sunday will be observed with special awards for outstanding programs. This month also inaugurates a special

function on the theme, "Let's Bring Joy to the World and Remember the Less Fortunate."

**JANUARY**—The Committee expects to expand the *Lodge Bulletin Contest* and hopes every qualified lodge will submit samples of its news sheets to Gerald L. Powell, 203 West Main St., Peru, Ind.

**FEBRUARY**—A combined 89th Anniversary Class, Stray Elk Round-Up and a special effort to encourage reinstatements.

**MARCH**—A Special Night and Initiation honoring retiring Exalted Rulers and their Committees.

**APRIL**—Installation of officers, submission of their year's plan.

**MAY**—Mother's Day observances.

**JUNE**—Elks' Flag Day.

**IMPORTANT:** Check your Magazine carefully each month for further announcements and instructions concerning the above activities.



# News of the STATE ASSOCIATIONS



Left: Chairman Joseph Devine of Lakewood, N. J., Lodge's Parade Committee, left, presents to E.R. G. H. Buchwald the Wm. R. Thorne Perpetual Trophy which Lakewood Elksdom won for having the best unit in the annual State Convention Parade at Asbury Park. Looking on, left to right, are Committee Co-Chairman Milton Gravagna, Esq. Charles Placek and Tiler Julius Malak.

Right: W. L. Hill, a member of the Grand Lodge Youth Activities Committee, left, presents his award to Raymond Richard Fritz, Montana's Boy Youth Leader, as Rosemary O'Leary, winner in the Girls' Division, accepts her award from Past Grand Exalted Ruler Sam Stern. The presentation took place during the State Association Convention in Lewistown.



## NEW PONTIAC HOME SITE OF MICHIGAN CONCLAVE

The spacious new quarters of Pontiac Lodge No. 810 was the meeting place of hundreds of Michigan Elks June 8th, 9th and 10th when their 1956 Convention took place. Reports of various committees were presented, including the Veterans Entertainment Committee which, under the capable Chairmanship of Past Grand Tiler Irvine J. Unger, had disbursed the sum of \$11,246.26 to the State's several VA Hospitals during the year.

A new Major Project Committee was created to select and administer a special program for the Assn. under Chairman Hugh L. Hartley. Over 600 attended the President's Banquet honoring retiring Pres. L. A. Koepfgen when ten students received \$2,550 in Elks National Foundation and State Assn. scholarships, and the State's Youth Leaders were rewarded. At the same time, the Ritualistic Contest winners from Owosso received their prizes, as did the individual winners, and Grand Haven Lodge's Drill Team. Iron River Lodge placed second in the Ritualistic Contest, with Kalamazoo third. The Kalamazoo entry took second honors in the Drill Team competition, ahead of Benton Harbor Lodge.

The 1957 Convention will be held at



The enthusiastic attendance at the first State Association Presidents' Meeting ever held during a Grand Lodge Convention is evidenced in the large number of participants, pictured here with Grand Exalted Ruler

Fred L. Bohn, seated first row, seventh from left. Illinois Pres. George F. Thornton and Calif. Pres. Jim B. Nielsen were named Co-Chairmen to arrange the 1957 Meeting at the San Francisco Session.



Grand Rapids with the following officers in charge of Assn. business until that time: Pres., Robert A. Burns, Wakefield; Vice-Pres.-at-Large, Nelson H. VanDongen, Grand Haven; Secy., Leland L. Hamilton, Niles; Treas., S. Glen Converse, Lansing; Dist. Vice-Presidents are R. W. Shulters, Battle Creek; A. A. Vernon, Detroit; L. S. Hanson, Grand Rapids; H. C. Lichty, Traverse City; Fred Jackman, Bay City; John Sullivan, Sault Ste. Marie; E. J. Kaarto, Hancock; Trustees are J. O. Kelly, Chairman, Ann Arbor; Carlisle Carver, Lansing; R. A. Kesler, Iron Mountain; E. P. Breen, Grand Rapids; Don Frisinger, Kalamazoo; Carl Fernstrum, Menominee. Appointive officers are Chaplain, Clay Paddock, Jackson; Sgt.-at-Arms, M. V. Mendez, Detroit; Tiler, Fritz Coppens, Traverse City, and Organist, Harold Bosch, Muskegon.

Memorial Services were held on the 16th, with the Saginaw officers and choir in charge. A most fitting eulogy was delivered for the late Hon. Jay H. Payne, former member of the Grand Lodge Judiciary Committee, by Past Grand Est. Lead. Knight John K. Burch.

#### **MONTANA ELKS ELECT LeROY P. SCHMID**

About 1,000 persons attended the Montana State Elks Assn. Convention at Lewistown July 26th, 27th and 28th, when the host lodge's town home and country club facilities were enjoyed.

LeRoy P. Schmid of Butte was elected to succeed Pres. C. P. Mieyr of Great Falls with Richard Gilder of Red Lodge and Joseph Mang of Havre as 1st and 2nd Vice-Presidents, respectively. Leroy Seymour of Great Falls was named five-year Trustee. Secy.-Treas. for the 25th year is A. A. Trenerry of Billings. Butte will be the scene of the 1957 meeting, with a January meeting at Wolf Point and the Assn.'s Bowling Tournament at Billings in March.

Honored guests at this year's conclave included Past Grand Exalted Ruler Sam Stern who delivered several addresses, and spoke highly of the Assn.'s sponsorship of three traveling speech and hearing clinics, and Robert N. Traver, Chairman of the Calif. Elks Assn.'s Veterans Service Committee. Mr. Traver expressed his appreciation for the outstanding support given the raw hides program for veterans by the Montana Elks who furnish about 50 per cent of the hides which are tanned in California for use in VA Hospitals.

Awards were made to Youth Leaders and scholarship winners by W. L. Hill, a member of the Grand Lodge Youth Activities Committee, and the Convention closed with a thrilling parade.

#### **STATE ASSOCIATION CONVENTIONS**

STATE	PLACE	DATE
California	San Jose	Oct. 10-11-12-13
Alaska	Juneau	Oct. 10-14

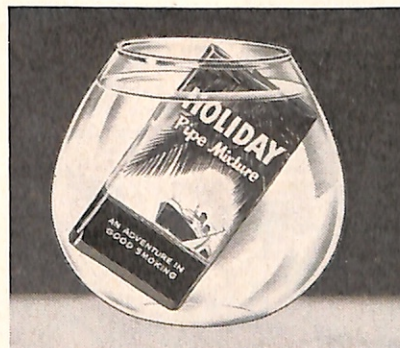
# **Pay 4 Times the Price\***

## **YOU STILL CAN'T MATCH HOLIDAY PIPE MIXTURE**



#### **Custom Blended for MILDNESS**

More men every year switch to Holiday, because it contains these five famous tobaccos from all over the world skillfully blended into a mixture of unequalled flavor, aroma and mildness. Each tobacco adds its own distinctive flavor and aroma, to make Holiday America's finest pipe mixture. Try a pipeful—enjoy its coolness, flavor and aroma—and see for yourself why more and more men who smoke mixtures are switching to Holiday as a steady smoke.



#### **GOLDFISH BOWL TEST PROVES HOLIDAY'S FRESHNESS**

If moisture can't get in, naturally freshness can't get out. Holiday's heat-sealed wrap-around pouch is flavor-tight—for a fresher, cooler smoke. Easy to carry, too—no bulky corners.

LARUS & BROTHER CO., INC.  
RICHMOND, VIRGINIA

#### **\*PROOF** from an EXPERT

A sample of Holiday Pipe Mixture in a plain wrapper was shown to the custom blender in a nationally famous tobacco shop. "Can you duplicate this tobacco?" he was asked. After careful examination, he said, frankly, that he couldn't. Although he could identify the types of tobacco used and could supply them in a \$6 a pound mixture, he couldn't guess the secret of the blend!



**AMERICA'S FINEST PIPE MIXTURE...Canada's Finest Too!**



# The Elks are Pitching—for the Kids



Capt. Wayne Hawthorne, outstanding young pitcher for the Franklin, N. H., Elks' Little League, receives his team's championship trophy from P.E.R. Michael Bruno. At left is Mgr. Joseph Gauthier, with Coach Albert Garneau, P.E.R., at right. The event took place at the lodge's annual banquet for their four-team group, following the season's close.

Lock Haven, Pa., Lodge's Little Leaguers won the County Assn.'s trophy three years in a row. This photograph shows Past Grand Exalted Ruler Howard R. Davis, second from left, background, as he presented the 1955 trophy to E.R. Paul B. Slopey. With them are Co-Managers Robert H. Russell, this year's E.R., and George Fabel.



Lynbrook, N. Y., Elks-sponsored baseball team won the 1955 championship for its area. Holding the banner at left is Youth Activities Chairman John Farley, and at right is Co-Chairman Joseph Papa, Team Mgr. The photo was taken on Father and Son Night.

Youthful Levittown, N. Y., Lodge took on the permanent sponsorship of a Little League group shortly after its institution. Capable coaching helped these youngsters win the 1955 divisional championship in their sector.



The Giants did all right in Freehold, N. J., last year. This team, sponsored by the Elks won the Babe Ruth League Championship, receiving the trophy from League Pres. Warren Prest, Youth Activities Chairman for the lodge.

**C**ONTINUING our discussion of junior baseball sponsorship by the lodges of the Order, while reports on this year's efforts are coming in and will be covered next month, there are a number of previous years' successes to account for.

Franklin, N. H., Elksdom has a fine group of boys operating in the Little League. In 1954 they finished in third place, taking the title in 1955 with the loss of only one game. At last year's banquet given for them by their sponsors, players of the entire League were guests, along with League Commissioner Dr. Paul Smith. Coached by P.E.R. Albert J. Garneau, Sr., and managed by Committeeman Ernest Gauthier, the young men received individual trophies from their backers.

Watkins Glen, N. Y., Lodge has sponsored a Small Fry team for seven years. In 1955 their boys won the championship and the Elks took on a Pony League group. Founded in 1951, North Attleboro, Mass., Lodge's baseball program has handled well over 1,000 boys at an expense of \$5,300. An average of 200 youngsters are in on this project each year. A Little League Team has played under the Woonsocket, R. I., Elks' banner since the League started there six years ago. In 1955, both a regular team and a farm group wore the Elks' emblem.

Dunkirk, N. Y., Lodge was the first to take over a team when that League started in 1951. The Elks donate the annual League trophy, hold a big season's-end party and spend about \$250 on the project every year.

Danville, Va., Lodge has undertaken this activity for five years, and Hudson, N. Y., Elksdom is in its sixth year of junior baseball work. These Elks have their own field, with four teams playing; last year they outfitted the entire group at an expense of \$500. Columbia, S. C., Lodge has backed a Little League team for four years and its All-Stars have won a District title. Blythe, Calif., Elks handle a softball group of 30 boys annually; they took second-place honors in the City League a couple of years ago.

The San Fernando, Calif., Elk effort began in 1952; they've won three consecutive League Championships. The Elks of Peekskill, N. Y., report their boys won three consecutive League titles, too, and are three-time sectional champions.

Sanford, Me., Elksdom introduced Little League competition there in 1952, and their own team has been successful in two out of three seasons, leading the League last year. Also on top in 1955 were Poughkeepsie, N. Y., Lodge's boys, Hillside, N. Y., Lodge's Babe Ruth League entry, and Glens Falls, N. Y., Lodge's American League Champions who took that title for the second time.



## Wonderful Journey

(Continued from page 11)

restlessly against the sky. The stars, spending their brightness vainly in the greater brilliance of the moon, glowed dimly through the thinnest haze. It was not cold. As I stood bareheaded and without a coat, the air that pushed against me was fresh, damp and vaguely exciting. I suppose this was atavistic. Perhaps my remote forebears planned great hunts as they sat around their twinkling fires on such a night.

I stood listening and watching. I was unaware, consciously, at least, of what I might see or hear. Just as some Neanderthal man may have crouched nervously by his fire, peering into the half-dark of such a night, so I, of the Twentieth Century, was held body and soul by its mystery, and watched and listened.

Then, far to the south but borne clearly to me on the wind, came the most thrilling of all night sounds, the *ee-ronk, ee-ronk* of Canada geese. On and on they came, calling as they rode the wind, until it seemed that I could hear the rushing of air in their great pinions—though logic told me that this was impossible above the sighing of the trees.

Soon they were above me. I had hoped to see the wedge of their passage silhouetted against the moon, but only their voices told me where they were. They passed directly overhead, how high I could not tell, and their calling gradually grew faint in the distance. Finally, they were gone, their wild voices vanishing into the North. Nature, in her mysterious way, had called them and they had gone, as bold and free as the spring wind that carried them.

THE other time that I felt this mysterious weather most strongly was in November. We ate our breakfast long before daylight. When we stepped outside, guns and ammunition in hand, a cool wind pushed against our faces. It was the same kind of wind that I had felt in March, on that wild night when the geese flew north, but it was different, too. It seemed to hold the promise of snow and cold, and it came out of the North, although the temperature was not low. We hurried to the waiting car where skiff and decoys were already loaded.

Once in the blind, the decoys set out and double checked, the boat concealed, shell boxes opened and guns ready nearby, we had only to wait. The sky was close and dark. The gray dawn began to illuminate the eastern sky and was at first visible only as a pale, cold light that sharpened the silhouette of reeds against the leaden water. The damp wind grew stronger. It was more penetrating, and colder.

Shooting time came, but there was no rustle of wings against the sullen sky. When it was full light we could see no ducks on the water, and none in the air.

(Continued on page 39)

*Clearly finer in the bottle...*

*Clearly finer to your taste!*

# Schenley Elegance



**Ever look at  
whiskies in the light?**

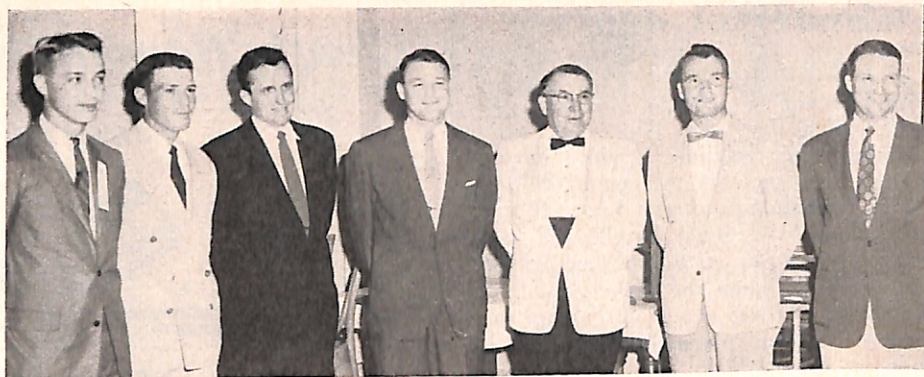
Some whiskies are hidden in dark bottles. Not Schenley! It comes to you in a *crystal-clear* bottle—because it's made *clearly finer* by the exclusive Schenley process. You can see this clearly finer quality when you buy Schenley...*taste* it when you drink Schenley. Get more enjoyment—get Schenley!

SCHENLEY DISTILLERS CO., N.Y.C. BLENDED WHISKEY, 86 PROOF, 65% GRAIN NEUTRAL SPIRITS



## NEWS of the LODGES

Right: With the initiation of Carl O. Gulledge, far right, into Sumter, S. C., Lodge, all male members of the family of P.D.D. E. T. Gulledge, Sr., Past State Pres., are Elks. Left to right are Buddy and L. M. Gulledge, Rex L. Carter, Mr. Gulledge's son-in-law, Dr. J. Gordon Gulledge, E. T. Gulledge, Sr., Clarence J. and E. T. Gulledge, Jr. The elder Gulledge administered the oath of obligation to his son Buddy and has participated in the initiation of four of his five Elk sons.



Below: The Jesuit Shadowbrook Fund Drive for a new Novitiate is \$500 nearer its \$3,000,000 goal through a donation from Quincy, Mass., Lodge. Pictured are, left to right, Elk Fund Campaigner Timothy P. Daly, E.R. Anthony M. Cardarelli, South Shore General Chairman J. Alcide Beaumier and Rev. George V. McCabe, S.J., Executive Chairman.



Above: Upon his retirement as Treasurer of West Haven, Conn., Lodge after 25 years, Major William C. MacLaughlin (Ret.) was honored by his lodge at a testimonial dinner. Pictured on that occasion were, left to right, Secy. G. Harry Scott, P.D.D.; Capt. James T. Fleming; Major MacLaughlin; former Congressman Ellsworth B. Foote, guest speaker; P.E.R. Edward P. Farrell who presented a plaque to the guest of honor; Charles E. MacLaughlin, C.W.O., son of the former Treasurer, and Brig. General Joseph P. Houley, (Ret.).



P.E.R. George Mansfield, center, presents American Flags to a trio of elementary and high school children of Kissimmee, Fla. Looking on are school principals and E.R. A. L. Kerr of the local lodge who made the presentation of 57 flags to schools of the county.



Some of the 800 underprivileged children who were entertained by Geneva, N. Y., Lodge at its 8th Annual Outing at Roseland Park are pictured with the buses which transported them to the picnic grounds for a day of free rides, ice cream, hot dogs, candy and soft drinks.



Miss Frederica T. Ziegler, accepts a \$400 Elks National Foundation Scholarship from State Vice-Pres. Harrison S. Barnes, General Chairman of the New Jersey Elks' Scholarship Committee. At the presentation ceremony, held at the home of Red Bank Lodge are Youth Committee Chairman Patrick Vaccarelli, P.E.R., left, and E.R. Victor H. Lorch.



Chairman H. J. McLean presents the keys to the sedan shown in the background to Mr. and Mrs. B. M. Williams who won the car offered as a door prize by Fort Lauderdale, Fla., Lodge at the Charity Ball which realized a net profit of \$1,700 for the Florida Elks Crippled Children's Hospital at Umatilla. Looking on at right is E.R. John L. Grieb.



Throughout the world

# Remington Big Game Rifles

have no equal in...



## ...autoloading action

**REMINGTON MODEL 740 "WOODSMASTER."** The world's only lightweight autoloading big game rifle. Now in 30-06 and 308 Win. calibers. Exclusive "Power-Matic" action gives you lightning speed...

softest recoil ever in a lightweight, high-power sporting rifle. Weighs about 7½ lbs. Rotary multiple-lug breech bolt locks barrel and bolt together for constant headspace... maximum strength. Non-recoiling barrel of high-strength Remington Proof steel.

From **\$1285\***



## ...slide action

**REMINGTON MODEL 760 "GAMEMASTER."** The world's fastest hand-operated big game rifle. A flick of the fore-end feeds additional shots fast—no shifting your aim or hold. Fully enclosed action is

smooth, trouble-free. Strong multiple-lug breech bolt locks bolt and barrel securely for full cartridge energy—no power loss! Lightweight—ideally balanced for fast, accurate shooting. Free floating barrel. In 30-06, 270 Win., 300 Sav., 35 Rem. or 257 Roberts calibers.

From **\$10770\***



## ...bolt action

**REMINGTON MODEL 721, MODEL 722.** Caliber for caliber, the strongest bolt action ever built. Has fully encased bolt head with no weakening extractor cuts. This extra-strength design means constant headspace for cartridges... years of dependable shooting. Ultra-precise rifling gives superb accuracy for big game and pests. Crisp match-type

trigger. Polished bolt. Model 721 in 30-06, 270 Win., 300 H&H Magnum. Model 722 in 222 Rem., 244 Rem., 300 Sav., 308 Win., and 257 Roberts calibers.

From **\$8595\***

\*PRICES SUBJECT TO CHANGE WITHOUT NOTICE

**Remington**



"Woodsmaster," "Power-Matic," "Gamemaster" are Reg. U. S. Pat. Off. by Remington Arms Company, Inc., Bridgeport 2, Conn.

## Wonderful Journey

(Continued from page 37)

We waited, sipping judiciously at our coffee to make it last.

Eight o'clock came, nine o'clock, ten. Still there were no ducks. Our guns sat forgotten in their corners. It was definitely colder. One by one, timidly at first then more boldly, as though they found courage in numbers, snowflakes began to whisper down out of the northern sky. They eddied into the corners of the blind, disappearing quickly where they came to rest.

Wet snowflakes plastered against our guns and became drops of water. Others soaked into our clothes. But as they came more steadily they began slowly to build up a film of white where the wind dropped them behind the blind. Soon there was a dusting of snow on the dead grass beneath the waterside reeds.

By now it was nearly noon. We had not seen a duck. Only a few coots, endlessly floating down the river as they picked up bits of moss and then flying back upstream, gave life to the scene. We discussed going home, but in those days holidays were few. We alternately stamped around the blind to restore our circulation and sat doggedly waiting.

Finally, through the snow, against the dead, white sky of the northwest, we saw a long, dark, undulating broken line. Before it had resolved itself into the individ-

ual ducks that made it up, there was another. And another. And suddenly the air was full of ducks.

Great rafts of mallards set their wings and dropped in without circling, taking time only to bank around and come down against the wind. There were mixed flocks of mallards and pintails and little wads of baldpates. Greenwinged teal whipped past the blind. Divers, mostly redheads and bluebills, swept past close to the water.

We quickly killed the twelve apiece that the law allowed that season. Then we simply sat and watched, and the watching was more memorable than the shooting. When you can kill greenheads only and still keep the barrels of a double gun so hot that you can't touch them you don't soon forget. But the mass arrival of a great flight of northern ducks, pitching down out of the teeth of a storm, leaves an impression on the mind of a wild-fowler forever.

Soon the river was black with ducks. We watched them splash into the water eagerly and drink. Then they would shake themselves and preen their feathers. Some of them, mostly the baldpates, drifted with the current, picking bits of moss from the surface like the coots. Others climbed up on the bars, including the one that held our blind, and went to sleep. Always

flocks ranging in size from a dozen to a hundred were picking up off the water, flying a short distance, settling down again.

And still the sky was full of ducks. They came out of the northwest in seemingly inexhaustible numbers. There were long thin lines of ducks and great, broken masses of ducks, and all of them set their wings when they saw the river and pitched down. We sat spellbound until the gathering darkness forced us, finally, to load up our ducks and decoys and go home.

THE migration of birds has fascinated man almost since the earliest recorded history. The Prophet Jeremiah wrote: "Yea, the stork in the heaven knoweth her appointed times; and the turtle (dove), and the crane and the swallow, observe the time of their coming." Hundreds of theories and explanations of migration have been written. It was long believed that some birds hibernated. Others were supposed to bury themselves in the mud. Still others, which left for the South just as a different species arrived from the North, were thought to change form.

Not until a Danish schoolmaster, H. C. Mortensen, began banding storks, teal and starlings in 1899, was any real progress made toward solving the mysteries of migration. Banding was started in Amer-



FINANCING

PROFITS

POLICIES

TAXES

COSTS

AUDITS

BECOME AN EXPERT

# ACCOUNTANT

## ...AUDITOR...C.P.A.

The demand for skilled accountants—men who really know their business—is increasing. National and State legislation is requiring of business much more in the way of Auditing, Cost Accounting, Business Law, and Income Tax Procedure. Men who prove their qualifications in this important field are promoted to responsible executive positions.

### SEND FOR FREE BOOK

Knowledge of bookkeeping unnecessary. We train you from ground up, or according to your individual needs. Low cost; easy terms.

Send for Free book describing the LaSalle Accounting training, and the opportunities in this highly profitable field.

## LASALLE EXTENSION UNIVERSITY

### A CORRESPONDENCE INSTITUTION

417 South Dearborn Street  
Dept. 10328H Chicago 5

I want to be an Accountant.  
Please send me Free book  
"Accountancy, the Profes-  
sion That Pays."

**FREE**



Name.....Age.....

Address.....

City.....Zone.....State.....

NOW



## SAVE \$7.20 on NORELCO

### MEN'S ELECTRIC SHAVERS...

Latest model, brand new and fully guaranteed. Complete with case, cord and cleaning brush. Regularly retails at \$24.95. Our price \$17.75 postage paid. All orders filled within 24 hours. Your money back if you are not fully satisfied. Send check or money order to:

JOHN BROOKS, Dept. 220, Box 212, St. Louis 3, Mo.

## TOYS AT WHOLESALE

Our special Big Wholesale Catalog lists hundreds of nationally advertised toys and gifts at tremendous low discount prices. Limited printing, so write NOW! Send 25¢ for postage and handling—refunded on your first order! Also Gift Certificate worth \$1.00 sent FREE with each catalog!

WHOLESALE TOY CO., Dept. 505, Topeka, Kansas

WHOLESALE VALUES  
SPECIAL  
WHOLESALE  
CATALOG  
NEW TOYS

## REAL ESTATE

### BE A BROKER

PAYS BIG! SEND FOR FREE, BIG, ILLUSTRATED CATALOG NOW! Graduates report making substantial incomes. Start and run your own business quickly. Men, women of all ages, learn easily. Course covers Sales, Property Management, Appraising, Loans, Mortgages, and related subjects. **STUDY AT HOME** or in classrooms in leading cities. Diploma awarded. Write TODAY for free book! No obligation.

Approved for World War II and Korean Veterans  
WEAVER SCHOOL OF REAL ESTATE (Est. 1936)  
2020H Grand Avenue Kansas City, Mo.

FREE  
BOOK  
TELLS  
HOW

## HERE'S A PROFITABLE BUSINESS FREE!

### MONEY MAKING OPPORTUNITY FOR YOU WITHOUT INVESTMENT!

No experience needed to act as our Local Dealer for MASTER WORK Uniform garments. Every business concerns a prospect. Advertising embroidered on garments is a big sales feature. Stores can't compete. You can easily earn up to many thousands of dollars yearly. We supply all Sales Equipment FREE. Write  
GEO. MASTER GARMENT CO.  
780 WATER STREET, LIGONIER, INDIANA



ica in 1902 by Dr. Paul Bertsch, of the Smithsonian Institution, and the American Bird Banding Association was created in 1909. The U. S. Biological Survey, which later became the Fish and Wildlife Service, was given responsibility for directing the work in 1920. It is conducted in cooperation with the Canadian Wildlife Service. To avoid confusion, bands are addressed to, and records are kept by, the Fish and Wildlife Service.

To date more than 7 million birds, representing over 600 species, have been banded in North America. Of this number, in excess of 600,000 banded birds have been recovered or their return to the place of banding noted and recorded. Thus a great deal has been learned about the speed, extent and routes of bird migration.

Some of the facts that have been brought to light are astounding. The arctic tern breeds in northern North America, crosses the Atlantic, migrates along the coast of Europe and Africa, winters in the Antarctic and by the following summer has returned to its northern breeding grounds, a round trip of 25,000 miles.

The eastern golden plover may fly non-stop from Nova Scotia to the mainland of South America, a distance of 2,400 miles. After a brief pause, it continues on to the pampas of Argentina, 8,000 miles from its breeding grounds. The Pacific golden plover breeds in Alaska and apparently makes a non-stop flight to Hawaii, the Marquesas Islands and the Low Archipelago.

SINCE thousands of migratory waterfowl are killed each fall by hunters, many more bands have been returned from them than from any other class of birds. In 1935, Frederick C. Lincoln, a biologist of the then Biological Survey, discovered from a study of banding data that all of the ducks and geese of North America fly south in the autumn and return north in the spring through four great flyway systems.

These are called the Atlantic, Mississippi, Central and Pacific flyways, and their names are, in general, descriptive of areas they cover. Each of them, however, and particularly the Atlantic and Mississippi flyways, is in somewhat the shape of a funnel, with the small end toward the south. Thus there is considerable overlapping, especially in the breeding areas of Canada. Ducks reared in Saskatchewan might fly south along either the Central, Mississippi or Atlantic flyway.

Furthermore, banding has shown that migration is not the simple north-and-south movement that it was originally thought to be. Possibly the best example of cross-country migration is provided by the red-heads that breed on the Bear River marshes of Utah. Quoting Lincoln's "Migration of Birds," some of them take a westerly route across Nevada to California. Others fly northeastward across North Dakota and Minnesota to join the flocks of their fellows from the Canadian prairies. Part of them fly southeastward to the At-

lantic Coast. Still others cross the mountains to the east, then turn south through Colorado and New Mexico and continue to winter quarters in the Laguna Madre, off the coast of Texas, or in the Valley of Mexico.

Though the routes followed by migrating waterfowl are becoming better known each year through the return of bands to the Fish and Wildlife Service, one question continues unanswered in the minds of hunters, bird lovers and ornithologists alike: How can a duck leave its wintering ground and fly north a thousand miles, crossing rivers and mountains, plains and lakes, forests and farms, cities and deserts, and arrive at the appointed time at the same spot in the same marsh where it was reared? What guides the golden plover in its 2,400-mile flight across the Atlantic from Nova Scotia to the coast of South America?

The fact that birds do find their way on migration cannot be argued. How they do it is one of the oldest mysteries of mankind. There have been many theories.

The ability has been called "instinct," but instinct is simply a word for something we don't understand. Assuming a bird does have the "instinct" to return to the marsh where he was hatched, or a wintering area that he has never seen, it fails to explain how he finds the way.

Some students of the subject have attributed to migratory or homing birds a "sense of direction" such as expert woodsmen are supposed to possess. Others came to the conclusion that birds must have a "magnetic sense" and are responsive to the magnetic field of the earth. Still others have held that they navigate by the sun.

H. Albert Hochbaum, director of the Delta Waterfowl Research Station, in Manitoba, is the author of a new book on the subject, *Travels and Traditions of Waterfowl*, that was published last spring by the University of Minnesota Press, at Minneapolis. In this book, Mr. Hochbaum points out that:

"All through the ages of wondering, man has conceived the idea that the answer to this mystery of avian orientation might be found in a single explanation, such as a magnetic awareness, a compass-like sense, a delicate perception of the Coriolis force or some other discrete sensory capacity by which geographic direction to home is perceived."

The author takes the more logical approach that several factors contribute to the birds' ability to find their way from nesting areas to wintering grounds and back again. He cites experiments which have shown that the sun is used as an aid to navigation by birds, but points out that this alone is not enough. (It does not, for example, explain the ability of birds to hold their course at night, when many kinds migrate.)

Mr. Hochbaum believes that waterfowl, through exploration and gradually broadening experience, depend to a great degree on what airmen call "contact flying." They develop traditions. They remember



landmarks, such as coastlines, rivers, mountains and lakes and the young learn the migration routes from the old. He says:

"At two or three weeks of age, the duckling travels in an oriented manner about its slough, where the forest of reeds stretching far above its head extends in all ways in confusing monotony. The grain fields to this bird are a world unknown. . . . Eight weeks later, however, when the youngster takes wing, relative distances become shorter, and the prairie farms are soon a part of a wide, familiar realm. First to near fields, then to far, until the young mallard is feeding many miles from home by mid-August. Come October and it has reached Minnesota or North Dakota or some other distant land; by the end of its first year it has experienced half a continent. . . .

"So, as its life develops, the young duck gains within a few weeks after birth a traveler's perspective of the world that man could not achieve through all the eons of his existence until this present moment of history. Not until he understood the relativity of motion, nor until he had viewed the earth as an airman, could man comprehend the world as a bird awing, nor understand how the realms of migration, like the narrow home range, becomes familiar through the experience of travel."

**I**N ADDITION to discussing how ducks and geese find their way, *The Travels and Traditions of Waterfowl* sets forth many other interesting facts about their travels. For example, Mr. Hochbaum observes that the mass migrations of spring and fall are dependent upon favorable conditions of wind and weather. When a low-pressure area had passed Delta and a high was arriving, the clockwise movement of air around the high and the counter-clockwise movement around the low created a southerly flow of wind. The weather maps coincided with the major avalanches of fall passage showed that for blue-winged teal in September, canvasbacks and redheads in October and lesser scaup and mallards in November there was an east-west opposition of high- and low-pressure areas, creating southerly winds, at each time.

Clear skies invariably were a prerequisite for the start of a mass migration, but Mr. Hochbaum points out that "the speed of migration is the product of the birds' air speed plus the velocity of wind. Hence, the migrants travel faster than the weather itself, often catching up with the storm ahead. . . . They often passed right on through. . . . Sometimes they stopped, especially if the storm was severe, leaving hunters to believe that it was the bad weather that forced them south."


This weather map is reversed for the spring migration, the waterfowl moving north when the high-pressure area is to the east and the low to the west, thus causing northward winds. "The importance of this meteorological arrangement for mass 'pressure pattern' migration was strikingly manifest during the spring of 1954, when the east-west juxtaposition of the high and low

# SITTING PRETTY



With Melrose Rare you're really sitting pretty with "the very best" drinks! What makes it Rare? It's mellowed with superb whiskies seven years old...more, finer whiskies than any leading blend.

"My master prefers Melrose"

There's nothing to compare with  
**MELROSE**  **RARE**

BLENDED WHISKEY, 86.8 AND 90 PROOF, 40% STRAIGHT WHISKIES 7 YEARS OLD, 60% GRAIN NEUTRAL SPIRITS, MELROSE DISTILLERS CO., N. Y.



**See you  
at the Polls!**

You could call this "the hi-sign of good government"... or "taking aim on the right candidate"... or "eyes right on better representation". Whatever you call it, it's the right idea. The idea is to vote... and get your friends to vote. Make sure the candidates elected in November are

the ones who will best represent you. Argue, read, talk, study, listen, think, persuade, decide, and then finally—

**VOTE  
NOV. 6**





GOOSE DOWN INSULATED!

IT'S NEW!  
2 jackets in 1



ALASKA\*  
"Reversit"  
down-insulated  
COAT

Wear it for  
hunting...  
Reverse  
it for  
casual  
wear.

Sold only  
by mail

\$44<sup>89</sup>

\*Reg. U. S. Pat. Off.

Inside or Out, the Alaska "Reversit" offers more in style, comfort and versatility! Wear the red side out for hunting...the clean, smart-looking, brown nylon for casual wear. Extra heavy lining...big roomy pockets, accessible from either side...snug fitting, ribbed wool half-wristlets to stop sleeve drafts. 100% down-filled to assure maximum warmth. To order, send height, weight and chest measurements. Hunter Red on one side, reverses to Autumn Brown.

WRITE FOR  
FREE CATALOG

Alaska Sleeping Bag Co.  
309 S. W. 3rd Ave.  
Dept. E Portland 4, Ore.

RUSH further information on the above and FREE catalog on Down Insulated Garments for men, women and children.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

- MODERN BEAUTY
- MODERN USEFULNESS
- MODERN IMPROVEMENTS

IN A BRAND NEW MODEL OF A FAMOUS QUALITY INSTRUMENT

**HULL AUTO COMPASS**

*Beaconlite* Streamline  
ILLUMINATED \$6.50  
NON-ILLUMINATED \$4.95

At your dealer's • Write for literature  
**HULL MANUFACTURING CO.**  
P. O. Box 240-EE9 • Warren, Ohio

## BOOK MANUSCRIPTS CONSIDERED

by cooperative publisher who offers authors early publication, higher royalty, national distribution, and beautifully designed books. All subjects welcomed. Write, or send your manuscript directly.

**GREENWICH BOOK PUBLISHERS**  
Attn. Mr. Essex 489 Fifth Avenue  
New York 17, N. Y.

## BRAND NEW!



12 x 50  
CENTER FOCUS  
\$26.95

Regularly \$67.50

A high powered, whisper weight, color corrected, Achromatic binocular that is easy to hold—easy to focus. **BRAND NEW!** Weighs only 27 oz! CENTER FOCUS for instant finger tip adjustment. Volume sales permits Economy Pricing. Precision made of quality materials. Water-dust resistant, 7" high. Images are clear and sharp!

### 20 POWER

PRISMATIC BINOCULAR that weighs only 18 ounces! Precision made. Individual focus. They have removable screw-in protective lens caps. Lens are color corrected. Tremendous 20 POWER gives you crisp, clear viewing. Regularly \$39.95 now. . . . . \$29.95

### 30 DAY NO RISK TRIAL

If not absolutely satisfied return for full refund. Made in Japan. Leather cases and straps included! Add 10% Fed. tax. Cash orders prepaid. C.O.D.'s require \$2.00 deposit. **UNITED BINOCULAR CO., Dept. ARF-934,** 5043 S. Western Ave., Chicago 20.

DEALERS WANTED. Write for latest Wholesale Catalog.

occurred only once during the whole of April. It was only then that we saw a mass April movement of waterfowl and other birds through the Delta region."

Though Mr. Hochbaum and other students of bird migration have greatly increased our knowledge of this semi-annual phenomenon, they will never, I think, deprive it altogether of its mystery. The passage of a slim wedge of geese on a wild March night will never fail to thrill the listening nature lover. The arrival of

a great flight of northern ducks, driving through a November storm, will always be a source of wonder to the hunter. The passage of a lone waterfowl into the sunset will ever cause us to wonder, as did William Cullen Bryant:

*Whither, midst falling dew,  
While glow the heavens with the last  
steps of day,  
Far, through their rosy depths dost thou  
pursue  
Thy solitary way?*

## Newfoundland for Caribou

(Continued from page 15)

hunting took on a different aspect, almost too different.

Newfoundland is a wet country—at least it was the three weeks we saw it. It is mostly timbered with spruce and fir, but dotted here and there with open bogs and barrens. Everywhere the earth is carpeted with a thick layer of wet, spongy moss. With each step in the bog the foot sinks deep in the moss, usually coming to rest in the underlying layer of water. Occasionally, for variety, there is an unpredictable soft spot that gives way thigh-deep in muck. With each step the foot has to be pulled out, like a cork out of a bottle. Walking through the muskeg is as exhausting as plowing through deep, crusted snow.

Each day it rained. The clouds hung low and dripped constantly, the trees dripped overhead, the brush slapping against our legs dripped, and at the end of the day when we dragged into camp, our little tent dripped slowly and persistently. From beneath, to complete the cycle, water from the soggy moss eventually found its way into our sleeping fir bows and soaked into our sleeping bags.

The procedure each day was to hunt for a couple of hours until completely wet, then to stop, build a roaring fire, empty our boots and, turning like a chicken on a spit, dry out as best we could. This might seem to be a rather futile business since the rain didn't relent, but, as surprising as it sounds to anyone who hasn't done it, it is possible to get quite dry before an open fire even in a driving rain, and—although temporary—it felt good to be warm and dry for a few minutes anyway.

During this time we saw no caribou, foolish or otherwise. We found ample sign—droppings and hoof impressions in the moss—and perhaps some not-so-foolish caribou saw us, but we saw not a hair of them. By setting out at daybreak and returning at dark day after day, we covered every possible bog and barren within reach of our camp, and no caribou. We moved to another location and repeated the process with no better results. Then it snowed—heavy, wet, clinging snow. Each bow of evergreen along the trail, each branch of every shrub in the bog, hung heavy with it. Then we really did get wet—and still no caribou. We did find a

couple of fresh tracks in the snow, but nothing in the tracks.

With each passing day my reluctance to shoot a caribou seemed to diminish. Somewhere along the wet and soggy trail it was gradually replaced by a creeping desire to see one of them over the sights. We had planned on a two-weeks hunt, and as the time grew short I actually began to get eager, but our two weeks finally drew to an end without sight of caribou other than the two young and foolish ones at the start of the hunt. We returned to the town of Gander, where the sun shone bright and warm, and a fringe of aspen at the edge of town waved its autumn colors against the blue October sky. It was too much. We turned on our heels and headed back to the bogs, this time to a cabin near the southern end of the island. We had a beautiful day to fly to our destination, and we told the pilot to return and pick us up in five days.

Out of those five days it rained five days, and still we saw not a caribou. Pete and I were ready to shoot a spike-horn by then, even if he followed at heel. After the five days were up, we hunted close to camp. We hadn't brought too much grub and we couldn't afford to miss the plane if there happened to be a sudden break in the weather—which there wasn't.

One morning we dragged out at daylight, looked at the same gray, wet sky and decided to gamble. We would take a long hunt, plane or not, to some barrens far from camp. Our legs were in rare fine shape by now, after three weeks of daily bog-pulling, and we didn't care how far we had to go if there was the remotest chance of seeing a stag.

That was the day I goofed. We finally found what we had been looking for: a nice band of about a dozen cows and one beautiful stag with heavy, palmated antlers that reached high over his head and swept forward in a graceful arc. The band, as is typical with herding animals, was led by a cow—and with caribou the old man isn't the only one who wears horns in the family. Unlike other members of the deer tribe the cows also grow antlers each season, although they are less majestic than those of a big stag.

We circled and took a stand ahead of them. Pete generously insisted that I make the shot, and I didn't take time to

(Continued on page 45)





## "FREEDOM'S FACTS" —Will the Satellites Revolt?

*Each month, the All-American Conference to Combat Communism publishes "Freedom's Facts"—a bulletin exposing various facets of Communism. The following timely excerpt is from the current issue. Membership in the Conference consists of fifty national organizations, including the BPOE.*

The strong reactions of Communist leaders in Poland, East Germany and elsewhere to the recent Poznan riots indicate that Red leaders are frightened by the possibility of more violent uprisings in the future.

In late June, Polish workers and youths swarmed through the streets of Poznan shouting, "We want bread" and "Out with the Russians", attacking Communist Party and Government buildings and demanding higher wages and better working conditions.

Within the Soviet Union itself there are also signs of growing unrest and hostility toward Communist tyranny. For instance, anti-Communist rebels in the Ukraine recently wrecked a Communist troop train and seized a large quantity of arms and ammunition. Earlier a rebellion involving Ukrainians was reported at the Vorkuta slave labor camp and now the Reds are trying to split up inmates held in such camps in an attempt to prevent further outbreaks. Other uprisings have been reported in Georgia, Estonia, Latvia, and Lithuania.

### Not the First Time

These, of course, were not the first riots against Red tyranny. Ever since the series of worker outbreaks in Czechoslovakia and East Germany in 1953 there have been sporadic, small protests against Red misrule throughout East Europe. But the Poznan riots demonstrated more than the earlier outbreaks the present bankruptcy of Red rule and Red ideology in Eastern Europe.

Along with the breakdown in Red rule, the Poznan riots showed that there is a deep hostility of the common people against Communist tyranny and the existence—despite Red police terror—of underground groups able to organize popular discontent into purposeful action. These are the elements for revolution designated by master professional revolutionists—the Communists themselves. They could prove the Reds' undoing.

No one knows better than the Red leaders that here are explosive elements which any chance spark might ignite. The reaction of the Red leaders, thus, has been to try to calm down the workers, to make

concessions, if possible, to put out the fire of hostility toward Communist rule.

The retreat began publicly on July 3 when over Radio Warsaw Polish Reds admitted "that many errors have been committed, some by the central authorities". The following day they further admitted "there was a trend of dissatisfaction among the workers which expressed itself in the strike and demonstration".

### Red Concessions

Actually, Red concessions to the people's desire for private enterprise began in 1953, when, under the leadership of former Premier Georgi Malenkov, a policy of financial incentives, freer trade, more private ownership, private operation of small businesses, and more aid to individual farmers was initiated throughout the satellite countries.

By then it was recognized that collectivization had failed to meet the nations' food needs and that passive resistance, and even sabotage of industrial equipment by workers, was slowing down satellite industrialization plans. And now the concessions are continuing in Poland, Hungary, Czechoslovakia, East Germany and

### THE ELKS MAGAZINE IN NEW OFFICE SPACE

On May 1st, The Elks Magazine moved its offices to 386 Fourth Avenue, New York 16, N.Y., after having been located for thirty-five years at 50 East 42nd Street. The move was made in order to obtain larger space and also to better the coordination of the various departments by placing them on one floor. We would appreciate it very much if readers will take note of this change of location and address all communications to 386 Fourth Avenue.

the other satellites of Eastern Europe.

Obviously, if Red leaders are following the precepts of Lenin—as they so vehemently say they are—these concessions are planned as merely a repetition of the Soviet's New Economic Policy of the early 1920's—a policy designed to quiet the people until the Party is in firmer control.

Yet concessions are dangerous. Revolution notoriously comes most often when the lid is lifted, even slightly, from a people who have been oppressed—when there has been just enough improvement to make the multitude hope for more. It is our task to keep alive the will to freedom, until the time is ripe for throwing off the chains of Communist slavery.

**THE PRIZE IS YOURS!  
MAN... YOU'RE IN!**

**NOW, THERE'S A PRIZE  
I'D LOVE TO WIN!**

**SMELLS GRAND!  
PACKS RIGHT!  
SMOKES SWEET!  
CAN'T BITE!**

**A PIPE SMOKER,  
TOO? mmmm!  
YOU'RE FOR  
ME**

**IT'S  
SIR WALTER  
RALEIGH—  
NATURALLY!**

**SIR WALTER RALEIGH'S  
BLEND OF CHOICE KENTUCKY  
BURLEYS IS EXTRA-AGED TO  
GUARD AGAINST TONGUE BITE.**

**FREE!**  
24-PAGE BOOKLET  
ON PIPE CARE.  
JUST WRITE TO:  
SIR WALTER  
RALEIGH,  
DEPT. 191-I  
LOUISVILLE, KY.

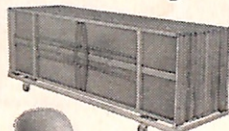




**Direct Prices & Discounts to Clubs, Churches, Lodges, Schools and All Organizations**

**COMPLETE CATALOG ON REQUEST**

### MONROE TRUCKS

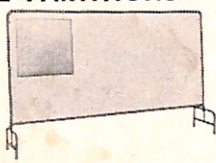


For handling and storing folding tables and chairs. The easy, modern way. Choice of models.

### PORTABLE PARTITIONS



Change your idle space into useful areas with these Partitions. Masonite panels in tubular steel frames with swivel action pedestals and casters or glides.



### FOLDING CHAIRS

Steel built, sturdy, convenient.

**THE Monroe COMPANY**  
90 Church St. Colfax, Iowa

## LAW...

**STUDY AT HOME** Legally trained men win higher positions and bigger success in business and public life. Greater opportunities now than ever before. **More Ability: More Prestige: More Money** We guide you step by step. You can train at home during spare time. Degree of LL.B. We furnish all text material, including 14-volume Law Library. Low, cash, easy terms. Get our valuable "Law Training for Leadership" and "Evidence" books FREE. Send NOW.  
**LASALLE EXTENSION UNIVERSITY, 417 South Dearborn Street**  
A Correspondence Institution Dept. 10328L, Chicago 5, Ill.

**TODAY... write for folders... no obligation**

### ETERNAL BRONZE



**MEMORIAL PLAQUES, signs, honor rolls, add-a-plate tablets hand chased cast bronze** Finer products since '82.

**Newman Bros., Inc.**  
Dept. 772, Cincinnati 3, O.  
Makers of the "Memory Book"

### EXCELLENT OPPORTUNITY FOR A SEMI-RETIRED MAN

Some of our most successful salesmen are men who have retired but became bored. Because our line is dignified, it appeals to such men. They enjoy meeting and selling the executives whose firms need our merchandise. No night work involved. Even part time men are earning \$75.00 to \$130.00 per week. Some offices buy thousands of dollars worth of merchandise in one order alone. You are recognized as representing one of the country's oldest best known advertising specialty houses.

**GETTIER-MONTANYE, INC.**  
Glyndon (14), Md.



### Nutria...NEWEST OPPORTUNITY

New fur-bearing animal now being bred in U.S. Offers huge profits to breeders. This fur is next to Mink NOW in price and will soon surpass it. 15 to 20 young per year. Most easily and economically raised animal known. 17¢ per day to feed. ANY CLIMATE, disease resistant. The Cabana Marrone strain is obtainable ONLY through Cabana Nutria, Inc., and its authorized dealers and distributors. For free booklet and address of Cabana ranch nearest you write:

**CABANA NUTRIA, INC.**  
Dept. 2 636 West Lemon Ave., Arcadia, Calif.

## ★ FREEDOMS FOUNDATION'S ★ 1956 SCHOOL AWARDS PROGRAM

- ★ VALLEY FORGE PILGRIMAGE TRIPS
- ★ VALLEY FORGE FREEDOM LIBRARIES
- ★ GEORGE WASHINGTON HONOR MEDALS
- ★ VALLEY FORGE TEACHERS MEDALS

Awards are available to any school—public, parochial or private—for programs conducted during the school year 1955-56 which in a vital way, bring to all or an important segment of the student body, a better understanding and appreciation of the fundamental principles of the republic. Nominations for award are judged on the basis of The American Credo.

This awards program is not a contest. It involves a presentation and documentation of activities and projects in which students actually participated to gain a better understanding of the fundamental individual, spiritual, economic, and political rights inherent in this land of God and freedom.

All applications should be substantiated by scrap books of press clippings, photographs, drawings, displays, tape recordings, or any type of evidence compactly presented, clearly identified and adequately explained (plans, outlines, and courses of study are not self-sufficient).

(1) Up to 60 awarded schools will be invited to choose one teacher and one pupil for an expense-paid round trip to Freedoms Foundation's National Headquarters, the historic shrines of Valley Forge and Philadelphia, the birthplace of American freedom. They will also receive the George Washington Honor Medal and the Valley Forge Freedom Library.

(2) Up to 50 additional awarded schools will receive the honor medal and the impressive Valley Forge Freedom Library which consists of pictures, books, recordings, and films selected by school administrators and the awards jury.

(3) Up to 100 honor medals will be awarded to other selected schools.

(4) Each school entering its program will receive two beautiful patriotic posters suitable for classroom display, including a reproduction of The American Credo.

### ★ HIGH SCHOOL NEWSPAPER EDITORIAL AWARDS

Maintenance of our free nation and our free press relies heavily upon the rising generation of young journalists. Freedoms Foundation offers up to fifty (50) awards of \$100 and the George Washington Honor Medal to high school newspapers for student editorials which relate to the spiritual basis of our republic, the political rights of United States citizens, our nation's economic system, or other specific Credo subjects. Submit tear-sheets or publication with masthead, publication date, name, and editorial staff names. Award will be made to the school paper.

### ★ AWARDS FOR HIGH SCHOOL ANNUALS

Fifty (50) awards of \$100 and the George Washington Honor Medal are available for high school annuals which have excelled in carrying out a theme clearly expressing one or more of the principles of The American Credo. Submit copy of annual with publication date and names of the editor and faculty adviser. Award will be made to the school.

★ —ALL AWARDS WILL BE ANNOUNCED FEBRUARY 22, 1957—  
*The National Association of Secondary-School Principals has placed this activity on the Approved List of National Contests and Activities for 1956-57.*

Freedoms Foundation also offers awards for current outstanding expressions of belief in, and understanding of, the American Way of Life in many other fields such as:

Advertising Campaigns  
Cartoons  
College Campus Programs  
Community Programs  
Company Employee Publications  
Editorials  
Essays

Journalism Awards  
Motion Pictures  
Public Addresses  
Radio Programs  
Sermons  
Television Programs

If you are interested in nominating any such material, write for further information to Freedoms Foundation at Valley Forge, Pa. Deadline for nominations is November 11, 1956.



# "When you want POWER... you want PETERS 'High Velocity'"

says CURTIS B. "DEL" DELHOMME,  
Houston, Texas

"Hunting is my favorite sport. I go out after geese, doves, pheasant—but duck hunting is my first choice. No matter what I'm hunting, I always count on Peters 'High Velocity' to knock down the game.

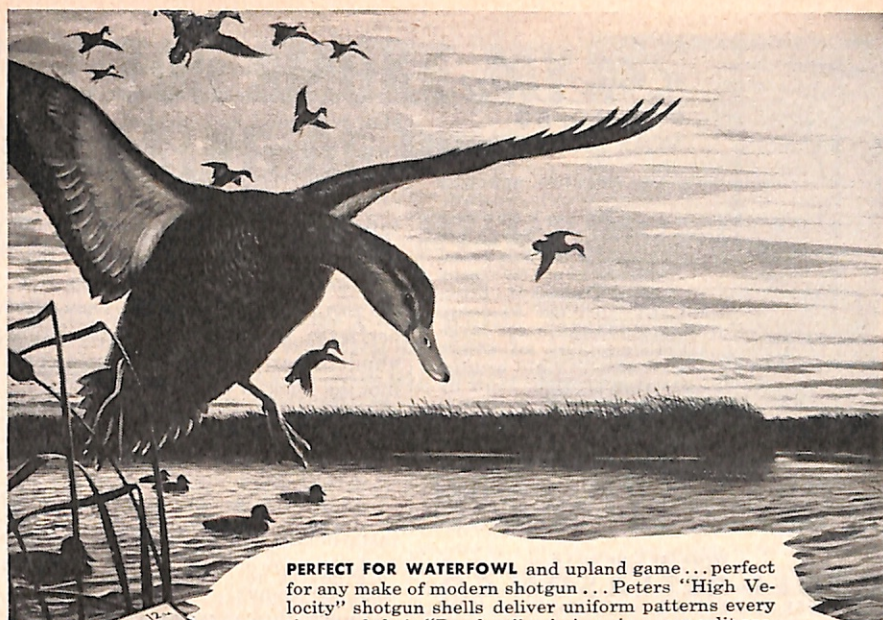
"Peters 'High Velocity' shoots the same, day in and day out. You can depend on its power. Since 1931 'High Velocity' has been the favorite load at my hunting camp outside Houston—both for myself and my hunting friends."

Thanks, "Del." It's an honor to add your name to the growing list of sportsmen, guides and hunters who agree—for all kinds of game there's no more powerful ammunition in the world than Peters "High Velocity"!

*"The farmer is the hunter's best friend—treat him that way."*

PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"Rustless" and "High Velocity" are trademarks of Peters Cartridge Division, Remington Arms Company, Inc.



PERFECT FOR WATERFOWL and upland game... perfect for any make of modern shotgun... Peters "High Velocity" shotgun shells deliver uniform patterns every time, and their "Rustless" priming gives you split-second ignition. Insist on Peters "High Velocity" at your dealer's!



## PETERS

packs the

## POWER



## Newfoundland for Caribou

(Continued from page 42)

argue the matter. I crept ahead to the point of trees in which we were waiting and watched the band approach. They moved slowly, stopping to feed occasionally, and for some time were within easy shooting distance, but I knew if they continued on the same line that Pete, crouched behind with camera in hand, could get a dramatic picture. Our wind was cutting across their path, but it was worth the chance. I sweated it out. Another few paces and we'll have it, I thought. That's where I made my first mistake. Suddenly, the old cow in the lead threw her nose in the air, wheeled, and in a body the band started for the trees. A stag caribou is a beautiful animal at any time, but especially so when he starts to run. He throws his nose high in the air, as though so proud he can hardly bear it, and travels with a long, springy stride. This maneuver of lifting his head drops his antlers behind and makes it possible for him to glide through the trees and brush.

I swung the rifle into position, picked the stag out of the middle of the band, found his shoulder in the scope and squeezed. I thought I had made a good shot. He stopped on a knoll, his head hanging and a patch of red showing on his right shoulder. The rest of the band

had disappeared in the trees by now and the four of us were standing in the open. I threw in another shell, and my guide said: "Don't shoot. He'll drop where he is." That's where I made my second mistake. I knew the right thing to do: finish him with a shot through the neck. But I didn't. I lowered the rifle, and at that moment the stag disappeared over the knoll. We never saw him again. We followed a light blood trail for a short way, then it disappeared. The stag was traveling with long, even strides, obviously in good shape. Apparently I had shot high, just creasing the hump. Blood had run down through the hair and appeared at the shoulder, making it appear to be a deadly shot.

It was the first time I had ever pulled the trigger on large game and failed to make a clean kill, but as long as he wasn't mortally wounded it wasn't too serious. Still, it was disappointing to have muffed an excellent opportunity after the three weeks of bog walking we had been through.

We had traveled so far that day that we ran late on our return trip. The gray overcast began to part just before the sun set, and we still had a couple of hours to travel to camp. Dark would catch up with us, but a rising full moon peeped

through the spruce trees ahead of us. That would help. At this moment, thinking of little else than the long trip back through the semi-dark, we broke out of the woods into a small bog, and there, calmly feeding, were two fine stags—not as large as the herd stag I had shot at, but with good, full heads. The rich brown of their antlers took on added color from the slanting rays of the setting sun.

We eased through the trees along the edge of the clearing until we reached a good vantage point. They were feeding side by side, grazing on patches of gray caribou moss. The guide, undoubtedly feeling some responsibility for my losing the other one, wanted me to shoot one while Pete took the other, but this was Pete's turn without interference.

Although they both had good heads, one was obviously better than the other. Pete looked them over to make his choice, then commenced to dry the lens of his scope with his bandana before shooting. As he did so, the larger stag passed the smaller one, changing their relative positions.

"The big one is crossing over," the guide whispered to Pete.

Not realizing what he meant, thinking merely that it was a warning he was moving away, Pete threw his rifle to his





## Checker® NO. 50 WARDROBE RACK

In churches, schools, clubs, hotels, restaurants—wherever groups gather—Checker-50 Wardrobe Racks answer the wraps problem. Only 5 ft. long, each provides for 50 coats and hats. Available on large rubber casters—they go where needed. Light, strong rigid welded steel for lifetime service. Sold by leading suppliers of institutional equipment and furniture.



Write for Catalog CK-3

**VOGEL-PETERSON CO.**  
1121 WEST 37th STREET • CHICAGO 9, U.S.A.

Everybody likes the **BAND UNIFORM**

## CLUB PROJECT

Ask your school Band Director how soon new uniforms will be needed.

By sponsoring a Band Uniform fund-raising plan, your Club helps those talented youngsters make a wonderful appearance in smart new uniforms.

Advantages of the Uniforms project:

**ENTHUSIASM**—Your Club members catch the enthusiasm of the school kids.

**CLUB SPIRIT**—Everybody's happy and proud when the band or orchestra makes public appearances in the handsome new uniforms.

**MORALE**—The band's morale is given a big boost.

**CIVIC PRIDE**—Your high school band represents your home town every time they perform in other towns.

**CLUB CREDIT**—Cloth labels bearing your Club name can be sewn in every uniform.

We have a booklet, "Fund Raising Ideas." Write for it on your Club stationery. There's no obligation; Ostwald sends this to service clubs all over the U.S.

UNIFORMS BY OSTWALD, INC., Ostwald Bldg., Staten Island 1, N. Y.

## FIGHT MUSCULAR DYSTROPHY



**MDAA, INC.**

Show These **CHRISTMAS CARDS**  
WRAPPINGS, RIBBONS, STATIONERY, GIFTS

**Pen-n-Brush STUDIOS**

New Bonus Plan  
earns you up to and

**OVER  
100%  
PROFIT**

Get our **FREE ILLUSTRATED CATALOGUE**  
and complete

**MONEY-MAKING PLAN** today!

Your curiosity will be well rewarded. **ORDERS GALORE** and **EASY EXTRA MONEY** will amaze you. Your circle of friends and customers will grow, making **NEW sales** and **MORE profit** easier. Don't be satisfied with "just as good." Show only the **BEST. DEAL WITH A LEADER.**

don't delay, act today,  
it costs nothing to try,  
just send postal card to

**SEND NO MONEY  
WRITE FOR APPROVAL  
SAMPLES TODAY**

PEN-N-BRUSH, Dept. E-10 139 Duane St., N. Y. 13, N. Y.

shoulder and shot—the smaller one! But, although he didn't get the one he wanted, Pete didn't make my mistake. His first shot was good enough, but he hit the stag twice more before he could fall.

It was the final moment of our last day of hunting. By the time we reached the fallen stag the sun had disappeared behind the jagged line of spruce in the West, and in the east the moon was well into the sky. But the trip had been climaxed perfectly, and along the edge of timber a hundred yards away stood the second stag looking back at us. I put the scope on him for a better view. A woodland caribou

stag is a magnificent animal, an outstanding trophy that doesn't come easy—I know now. As I looked at his massive antlers and bulging white neck through the scope, it was a temptation to pull the trigger, but I didn't. We had what we had come after, and shooting another would have been an anticlimax. Besides I somehow felt that I didn't deserve another chance.

That doesn't mean that I don't hope to return to Newfoundland someday and earn the right to shoot at another. Next time I wouldn't muff an opportunity for a trophy stag—maybe.

## For Elks Who Travel

(Continued from page 17)

installments can be made over a period of as long as two years. What do they need with the money?

Under this arrangement travelers can take American Express escorted trips to California from the East (financed at \$29 a month) and pay for the whole thing in a year, or by the time it is vacation season again. The Grand Tour of five European countries could be paid off at \$78 a month in two years. They will even offer you up a flossy Mediterranean cruise on a top liner to be paid off in a year at \$90 a month, or in a year and a half at \$61 a month, which, if the cash isn't on hand, makes travel possible.

An organization known as the Travelers Credit Service offers its members a passport-sized, linen-bound directory of establishments all over Europe where one can hire a car, rent a room, eat, or buy a Paris gown, if you please. The list in-

cludes such eminent couturiers as Pierre Balmain and Hubert de Givenchy (ask your wife), and Cartier's which sells diamonds. Dad. Travelers Credit Service is now in the process of expanding to North America and the restaurants on the new list are indeed excellent. They are enough organized in Bermuda so you won't have to pay cash for a match, and lately they pulled the credit coup of the year by signing an agreement with the Moore McCormack line which ferries travelers down the East Coast of South America in style. Under the arrangement any Moore McCormack passenger will be able to charge all services, incidental tips, and purchases of any of the 3,000 items for sale on board up to \$2,000. He will be billed by Travelers Credit at home, later. I don't know what this all does to the traveler's check business, but it sure makes cash obsolete.



The Alaska Elks 1957 Post Convention Tour (San Francisco) to the "Land of the Midnight Sun" got off to a good start at the Convention in Chicago this year. The Alaska delegation passed out folders on the tour which contained all the information, such as cost, itinerary, etc. We have a supply of the folders and will be glad to mail them to those who are interested, or one may be obtained by writing to Northwestern Airlines, Inc., 1885 University Ave., St. Paul, Minn.

The Eighth Annual **NASCAR International Safety and Speed Trials**, and **Stock Car Races** will be held at **Daytona Beach, Florida**, for two weeks Sunday, Feb. 3rd through Sunday, Feb. 17, 1957. The two-week program will include straightaway speed trials over the famous measured mile on the hard-packed sands of **Daytona Beach** and is open to the general

public as well as to the owners, drivers and builders of special speed creations and foreign sports cars. Stock car races will be held over the 4.1 mile Beach Road course on February 15, 16 and 17.

The Government is planning to make it easier for people on their return to this country from trips abroad. They are preparing a new and simplified customs declaration for travelers which will require a few check marks on a yes-or-no type questionnaire.

And speaking of travel abroad, we are asked to pass along a tip on foreign exchange. We are told that too many travelers are unaware that they may cut their expenses overseas by as much as 50 per cent or 60 per cent by purchasing their foreign currency in this country at the free market rate. Not all foreign currencies may be had here at advantageous rates, but if the traveler will inquire at his local bank, he will find many savings well worthwhile on his exchange.

The Fall season finds several especially interesting tours scheduled for the Pacific Area, both by air and by sea. Most of these are in connection with the Olympic Games at Melbourne, Australia. Air tours are be-



ing arranged by Qantas and Pan American Airways from the West Coast and sea passage through Matson Navigation Co. and the Orient Steam Navigation Co. Most of these tours depart from October 26 through November 18th from San Francisco.

★ ★ ★

On January 1st, the President of France will proclaim 1957 as Lafayette Year. Throughout the year France will celebrate the 200th Anniversary of his birth with pageants, grand balls and tableaux, and a series of special tours and events in Paris and the Auvergne region—The Land of Lafayette. A complete schedule of the year's events will be available later this year at the French Government Tourist office in New York.

★ ★ ★

In tightening up on reservations procedures, the nation's airlines are now demanding that individuals pick up airline tickets at least six hours before flight time or the space will be offered for sale. Next February penalties are proposed for persons who buy tickets, then cancel travel plans at the last minute—or who fail to cancel but don't show up. Charges will be a percentage of the fare—ranging from \$1 to \$3—for cancellations within six hours of departure time, and \$3 to \$20 for "no shows."

★ ★ ★

The Netherlands National Tourist office in New York now offers a booklet published by the Netherlands Organization of Camping and Holiday Centers. This booklet, which is on the order of a hotel guide, lists a variety of campsites and vacation bungalows in the Netherlands. The various classifications listed include camp house, camp farm, tent site, bungalow, youth center, motor camps and lists number of available beds, number of tents, parking facilities, meals provided, whether there is a camp shop and whether for families or individual, for children or for transients only. The booklet is a great help to those who choose to depart from the routine of daily touring and of special interest to the young and the young at heart.

★ ★ ★

Reservations are now being taken for the maiden voyage of the new Matson luxury liner "Matsonia," scheduled to make its departure on the California-Hawaii run on July 6th, 1957.

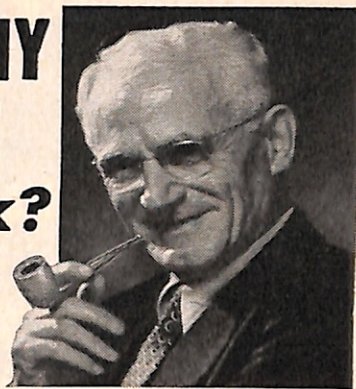
## Elks Magazine Travel Service

Travel information is available to Elks Magazine readers. Just write to the Travel Department, Elks Magazine, 386 Fourth Ave., N. Y., stating where you want to go and by what mode of travel. Please print name and address. Every effort will be made to provide the information you require, but kindly allow three weeks for us to gather the information. Because of seasonal changes in road conditions, if you are traveling by car be sure to state the date that you plan to start your trip. More and more Elks and their families are taking advantage of this service. Are you?

# WILL YOU SMOKE MY NEW KIND OF PIPE 30 Days at My Risk?

By E. A. CAREY

All I want is your name so I can write and tell you why I'm willing to send you my pipe for 30 days smoking without a cent of risk on your part.



My new pipe is not a new model, not a new style, not a new gadget, not an improvement on old style pipes. It is the first pipe in the world to use an ENTIRELY NEW PRINCIPLE for giving unadulterated pleasure to pipe smokers.

I've been a pipe smoker for 30 years—always looking for the ideal pipe—buying all the disappointing gadgets—never finding a single, solitary pipe that would smoke hour after hour, day after day, without bitterness, bite, or sludge.

With considerable doubt, I decided to work out something for myself. After months of experimenting and scores of disappointments, suddenly, almost by accident, I discovered how to harness four great natural laws to give me everything I wanted in a pipe. It didn't require any "breaking in". From the first puff it smoked cool—it smoked mild. It smoked right down to the last bit of tobacco without bite. It never has to be "rested". AND it never has to be cleaned! Yet it is utterly impossible for goo or sludge to reach your tongue, because my invention dissipates the goo as it forms!

You might expect all this to require a complicated mechanical gadget, but when you see it, the most surprising thing will be that I've done all this in a pipe that looks like any of the finest conventional pipes.

The claims I could make for this new principle in tobacco enjoyment are so spectacular that no pipe smoker would believe them. So, since "seeing is believing", I also say "Smoking is convincing" and I want to send you one Carey pipe to smoke 30 days at my risk. At the end of that time, if you're willing to give up your Carey Pipe, simply break it to bits—and return it to me—the trial has cost you nothing.

Please send me your name today. The coupon or a postal card will do. I'll send you absolutely free my complete trial offer so you can decide for yourself whether or not my pipe-smoking friends are right when they say the Carey Pipe is the greatest smoking invention ever patented. Send your name today. As one pipe smoker to another, I'll guarantee you the surprise of your life, FREE. Write E. A. Carey, 1920 Sunnyside Ave., Dept. 1010, Chicago 40, Illinois

E. A. CAREY, 1920 Sunnyside Ave., DEPT. 1010, CHICAGO 40, ILLINOIS

Please send facts about the Carey Pipe. Then I will decide if I want to try it for 30 Days at YOUR RISK. Everything you send is free. No salesman is to call.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# Is Time Catching Up WITH YOU Too Fast?

Do you feel old beyond your years—worn out? Your condition may very well be due to a simple, easily corrected VITAMIN or MINERAL DEFICIENCY—and for a limited time you can find out at our expense whether that is the cause. — Accept This Extraordinary Offer! —

## FREE 30 DAYS SUPPLY VITAMINS

### MINERALS and AMINO ACID

Safe High-Potency Nutritional Formula

25 proven ingredients—11 vitamins (including Blood-Building B12 and Folic Acid)

11 Minerals, Choline, Inositol and Methionine

Yes, we want to send you FREE a 30-day supply of high-potency Vitafase C.F. Capsules (a \$5.00 value) so you can discover for yourself how much healthier, happier and peppier you may feel after a few days' trial! Each capsule supplies your body with well over the minimum adult daily needs of the 11 important vitamins, plus 11 minerals, choline, inositol and amino acid.

Potency and Purity Guaranteed

You can use these Capsules confidently because strict U. S. Government regulations demand that you get exactly what the label states—pure ingredients whose beneficial effects have been proven time and time again!

Amazing New Plan Slashes Vitamin Prices in Half

With your free vitamins, we will send you complete details of an amazing new plan that provides you with a 30-day supply of vitamins every month for just \$2.00—60% less than the usual retail price. But remember—you're not obligated to buy from us now or ever! The supply of free capsules is limited—so mail coupon today!

VITASAFE CORPORATION, 43 West 61st St., New York 23, N. Y.

RETAIL VALUE \$5.00

### EACH DAILY C.F. CAPSULE CONTAINS

Vitamin A	12,500 USP Units	Vitamin B-6	0.5 mg.
Vitamin D	1,000 USP Units	Vitamin B-12	1 mcg.
Vitamin C	75 mg.	Niacin Amide	40 mg.
Vitamin B-1	5 mg.	Calcium Pan-	
Vitamin B-2	2.5 mg.	tothenate	4 mg.
		Vitamin E	2 I.U.
		Folic Acid	0.5 mg.

Plus 11 minerals, choline, inositol and methionine.

VITASAFE CORP., Dept. 306, 43 West 61st Street, New York 23, N. Y.

Please send me free a 30-day supply of the proven VITASAFE C.F. (Comprehensive Formula) Capsules, and full information about the VITASAFE plan. I am not under any obligation to buy any additional vitamins, and after trying my free sample supply, I will accept or reject the benefits and substantial savings offered by the VITASAFE Plan.

I ENCLOSE 25¢ for packing and postage.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Only one trial supply per family.



## Elks! FOR ALL MEMORABLE OCCASIONS BRONZE PLAQUES

Say it better . . . Say it forever . . . Say it for less  
U. S. Bronze leadership in quality and artistry is forever impressing everybody everywhere, and low prices keep our customers pleased, too. Write now for new complete FREE color catalog and information — helpful suggestions for honor rolls, awards, memorials, testimonials, for everything. Write to

"Bronze Tablet Headquarters"

**UNITED STATES BRONZE SIGN**  
CO., Inc.  
570 Broadway, Dept. E, N. Y. 12, N. Y.



## BOWLING SHIRT EMBLEMS

Official Emblems embroidered in full color.

3" diameter, per doz. \$ 4.00

6" diameter, per doz. 15.00

**RUSSELL-HAMPTON CO.**

303 W. Monroe St.

Chicago 6, Illinois

## 500 PRINTED NAME & ADDRESS LABELS 35¢

500 Gummed Labels printed with ANY name and address (or ANY WORDING up to 15 words) only 35¢, or THREE sets \$1.00, or SEVEN sets \$2.00! Stick on letters, plugs, books, etc. Same or different name on each set. FREE with order—Agents and Fund Raising Plans. Order NOW! Money-back guarantee. Dept. 327

**WESTERN STATIONERY, TOPEKA, KANSAS**

## 1000 Printed Name & Address Labels \$1



1000 Sparkling name & address labels, nicely printed with lovely Plastic box for just \$1 postpaid! 5 orders or more at 75¢ per order! Money back guarantee. 300 LABELS—50¢. (No Plastic Box.) Free wholesale selling plan!

**TOWER PRESS, INC.**  
Box 591-P, Lynn, Mass.

## If Your Child Is a Poor Reader

See how The Sound Way To Easy Reading can help him to read and spell better in a few weeks. New home-tutoring course drills your child in phonics with records and cards. Easy to use. University tests and parents' reports show children gain up to full year's grade in reading skill in 6 weeks. Write for free illustrated folder and low price. **Bremner-Davis Phonics**, Dept. A-19, Wilmette, Ill.

## If Ruptured Try This Out

Modern Protection Provides Great  
Comfort and Holding Security

### Without Torturous Truss Wearing

An "eye-opening" revelation in sensible and comfortable reducible rupture protection may be yours for the asking, without cost or obligation. Simply send name and address to William S. Rice, Inc., Dept. 13F, Adams, N. Y., and full details of the new and different Rice Method will be sent you free. Without hard flesh-gouging pads or tormenting pressure, here's a support that has brought joy and comfort to thousands—by releasing them from Trusses with springs and straps that bind and cut. Designed to securely hold a rupture up and in where it belongs and yet give freedom of body and genuine comfort. For full information—write today!

## Do Campaigns Change Elections?

(Continued from page 13)

both insurgent groups did cut heavily into Democratic strongholds. The Dixiecrats' concentrated strength in the South took 39 electoral votes away from Truman. The half-million ballots cast for Wallace in New York cost him 47 more electoral votes. Yet, when the tornado had passed and everyone picked himself up off the floor, Truman had won by 2,000,000 popular votes and 114 electoral votes.

The whole thing was so incredible that it defied comprehension. If you're old enough to be reading this, you'll still get seasick remembering how violently the ship of state was rocking. The cost of living was going through the roof. Business was demanding relief from mounting taxes and labor was screaming about the Taft-Hartley Act and the \$1,400,000 fine that had been slapped on the United Mine Workers.

One picture vividly summed up the Democrats' hopeless chances. A few weeks before the nominating convention, Truman appeared in Omaha for the annual reunion of the 35th Division, his World War I outfit. On the day he was scheduled to deliver a speech, only 2,000 people turned out in Ak-Sar-Ben Coliseum, which has a capacity of 10,000. The desolate expanse of empty seats shown in the picture expressed more eloquently than words could the President's negligible appeal to the public.

What happened in the next few months always will be used as a classic example of the value of barnstorming. Truman traveled 31,500 miles and made 350 speeches, heard by audiences totaling 7,000,000, in his famous "give 'em hell" campaign. In sharp contrast, Dewey went after votes in a manner one columnist called "a trifle too ostentatiously noble." Dewey had been criticized for his "me too" attitude in 1944 and he again antagonized conservatives in his party by conceding that "some ills—high prices, housing, racial discrimination—are due to circumstances beyond the control of any government."

Paradoxically, Farley's Law was more helpful to the Democrats in 1948 than it

ever had been while its author was managing Franklin D. Roosevelt's first two campaigns. The Dewey camp believed implicitly in the Law and decided to play it safe when the Gallup, Roper and Crosley polls indicated in the summer of '48 that Truman would get less than 45 per cent of the popular vote. Everyone accepted Farley's Law and the polls except Truman.

In all fairness to the pollsters, it should be mentioned that they had been remarkably accurate in previous elections. Gallup's margin of error in 446 local and national elections in the United States and Europe was less than four per cent. Roper's forecasts of the Presidential voting in 1936, 1940 and 1944 missed the bull's-eye by only one per cent. On September 9, 1948, two months before the election, Roper declared that "political campaigns are largely ritualistic" and announced the result was such a foregone conclusion that he would not take any more wide samplings of public opinion.

Gallup, Roper and Crosley all admitted their big mistake was going overboard for Farley's Law and stopping their surveys too soon in the campaign. After the September 15th deadline, they pointed out, there was a decisive turning point in the race. Late in September, Truman made a speech to 100,000 farmers at the national plowing contest in Dexter, Iowa, bitterly attacking Congress for refusing to grant an appropriation to the Commodity Credit Corporation for more crop storage bins. Since no government loans could be made on crops stored on farms, the surplus had to be dumped on a falling market—and the price of corn had just dropped from \$2.29 to 69 cents a bushel. According to the pollsters, that speech swung Iowa, Ohio, Wisconsin, California, Illinois, Minnesota, Washington and Utah from the Republican side of the ledger to the Democrats.

Now there is no question the farm vote is important, but it hardly decided the 1948 election. Truman also scored heavily in large industrial cities that had been considered safe for Dewey. In the final analysis, Truman won by taking a posi-



This presentation was made at the Grand Lodge Convention in Chicago. Exalted Ruler Anthony M. Cardarell of Quincy, Mass., Lodge presenting a copy of "Historic Quincy" to Major Richard J. Daley of Chicago. Exalted Ruler William F. Dugan, Milton, Mass., Lodge at left ready to hand the Mayor a copy of "50 Years of Elksdom in Quincy", compiled by Past Exalted Ruler Joseph E. Brett, right.



tive stand on vital, controversial issues, a position Dewey studiously avoided.

Politicians who favor whistle-stop campaigns contend that Dewey still could have won comfortably had there been a swing of only 29,293 votes in Ohio, California and Illinois. He lost Ohio by 7,107 votes, California by 17,865 and Illinois by 33,612, a total of 58,584. Had Dewey made a couple of appearances in each of those three states, the argument goes, he might have changed half those 58,584 votes, in which event the final tally in the Electoral College would have read: Dewey, 267; Truman, 225.

That line of reasoning is completely spurious and reflects a cynical opinion of voters' intelligence. No candidate ever won merely by showing up before large crowds and letting the public bask in the refulgence of his personality. Americans are not blind hero worshippers. They vote for the candidate who presents a clear, positive policy. Everything Truman said did not strike a popular chord, but at least he was willing to meet important issues head-on. Dewey lost because he straddled the fence.

The point we're trying to make is that the whirlwind, whistle-stop campaign, a new development in Presidential elections, is a gimmick that injects a note of circus press-agentry into the most serious decision confronting us as citizens. Further, it is wholly unnecessary in this day and age of on-the-spot reporting by newspapers, radio and TV. If you stop to think for a moment, barnstorming should have flourished in the nineteenth century, when communications were sketchy and candidates had to depend on friendly newspaper editors to present their views to the nation.

Historians inform us political issues then aroused emotions to a higher pitch than they do today. That could have been the heyday of demagogues who toured the country appealing to sectional prejudices, but most Presidential candi-

## FORTY YEARS AGO

*The Bedford, Va., "Democrat" on August 16th this year in its "Do You Remember?" column ran this item recalling one of the great occasions of Elkdome:*

From The Democrat of Aug. 17, 1916:

The Elks, who have been quartered at the Jeter for about two years, have now moved into their new Home. To celebrate that most welcome event they had on Tuesday night a house-warming. The new Home, which is now fully and luxuriously furnished, was ablaze with hundreds of electric lights. There were some 300 or more persons present for the occasion. Lynchburg, Roanoke and Richmond were well represented, but the majority of the people were from Bedford. Every room in the great structure was thrown open, and there was dancing from 10 to 12:30, in the large dining room. Music was furnished by the Blue Ridge Orchestra.

## ELKDOM'S HISTORY FOR SPRINGFIELD, MASS.



Director John A. Humphry of the City Library, center, accepts a copy of "A History of the Order of Elks" from E.R. Donald C. Metzger of Springfield, Mass., lodge, right, as lodge Secy. Ralph L. Atkins looks on.

dates had too much integrity to wheedle votes by telling people only what they wanted to hear.

Instead of feeling obliged to sound off whenever a crowd gathered, candidates made a dozen or so carefully prepared speeches covering broad issues at rallies planned well in advance. A President seeking re-nomination stood on the record of his administration for the four previous years, a more reliable index of his intentions than a spontaneous speech. If a new issue came up during the campaign, the President commented on it to a small group of reporters from the front porch of the White House or his summer residence, the origin of the expression.

The tradition of dignity and reserve was thrown out of the window in 1896 by William Jennings Bryan, a thirty-six-year-old firebrand from Nebraska who got the Democratic nomination more or less through a fluke. Bryan, an unknown and undistinguished member of the House of Representatives, electrified the convention that year with his famous "cross of gold" speech. It is a matter of record that Bryan had delivered the identical speech in the House to an apathetic audience on January 13, 1894, during a tariff debate. But in the combustible atmosphere of the convention, Bryan ignited the spark that swept like a prairie fire and gave him the nomination.

Bryan, a powerful and persuasive orator, capitalized on that asset by making an 18,000-mile tour in which he delivered as many as thirty-six speeches a day. His new technique commanded so much attention that Mark Hanna, the Republican political boss, urged William McKinley to take to the stump himself, but McKinley refused to copy his opponent's tactics and remained at his home in Canton, Ohio, throughout the campaign.

McKinley defeated Bryan twice with front-porch campaigns, but Theodore Roosevelt, his successor, recognized that the Boy Orator of the Platte had brought a new weapon into the political arena. Roosevelt knew he would be criticized if

## How to Keep Others From Thinking You Are Deaf...

Now! *Slenderized Maico*  
**HEARING GLASSES**

**with Nothing  
in the Ear**



No bulky bows, thick frames or dangling cords to advertise your hearing loss. Ideal for conductive type deafness. Be smart. Wear slenderized Maico Hearing Glasses. Get booklet Free!

MAICO, Room C  
21 North 3rd Street, Minneapolis, Minn.  
Please send free booklet.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

HOW TO  
CHOOSE  
AND USE  
HEARING  
GLASSES

**30% MORE SEATING  
CAPACITY**

American Seating's new folding chair has independent-fold seat, saving nine inches over normal back-to-back spacing.



Upholstered spring-arch seat. Body-contour styling. Wide choice of colors and upholstery.

Write Dept. 180-F.

**AMERICAN  
SEATING**

Grand Rapids 2, Michigan

Branch Offices and Distributors in Principal Cities



**The  
BALL CLINIC**  
THE BALL HEALTH SCHOOL, INC.  
Dept. 759, EXCELSIOR SPRINGS, MISSOURI  
Specializing since 1919 in the treatment of Rheumatism, Arthritis and associated chronic conditions.  
**WRITE FOR FREE BOOK TODAY!**

## People 60 to 80 APPLY FOR OLD LINE LEGAL RESERVE LIFE INSURANCE

If you are under 80, you can still apply for a \$1,000 life insurance policy to help take care of final expenses without burdening your family.

You can handle the entire transaction by mail with OLD AMERICAN of KANSAS CITY. No obligation of any kind. No one will call on you!

Write today for free information. Simply mail postcard or letter (giving age) to Old American Ins. Co., 1 W. 9th, Dept. L1055M, Kansas City, Mo.



# FREE 25-DAY SUPPLY HIGH-POTENCY VITAMINS

Now you may have, absolutely free, a full 25-day supply of amazing **VIMATRIN**, the new 25 **VITAMIN-MINERAL FORMULA**, comparable to branded products that retail up to \$7.95 per 100. We pay the expense of this sensational offer . . . not just a token sample, but a full 25-day supply . . . because we're sure this trial will prove to you that you, too, like many thousands of others, may experience a new feeling of health, youth and well-being, a new zest for life. Each easy-to-take **CAPSULE** supplies your body with 13 vitamins and 12 minerals in new higher-potencies equal to, or exceeding, the minimum daily requirements, and including 3 mcg. of the "Red" Vitamin B12 along with Folic acid, important factors in **BLOOD-BUILDING**. Also **FREE**, the famous Vitamin-Quota Guide Book. Answers perplexing vitamin questions and shows how to **SAVE UP TO 50%** on the same vitamins your doctor advises. All absolutely **FREE**, no obligation to buy anything, no monthly purchase plan. Supply limited. Only one to a family, please. Enclose 25c to cover cost of packing and mailing. Send for your supply today.

**VITAMIN-QUOTA, Dept. T-524**

880 Broadway, New York 3, N. Y. or  
1125 Crenshaw Blvd., Los Angeles 19, Calif.

## HUNDREDS OF IDEAS

for  
**BRONZE  
PLAQUES**

FREE illustrated brochure shows hundreds of original ideas for reasonably priced solid bronze plaques—nameplates, awards, testimonials, honorrolls, memorials, markers.

Write For **FREE BROCHURE A**  
For trophy, medal, cup ideas ask for Brochure B.

**INTERNATIONAL BRONZE TABLET CO., INC.**

Dept. 40—150 West 22 St., New York 11

## How To Hold FALSE TEETH More Firmly in Place

Do your false teeth annoy and embarrass by slipping, dropping or wobbling when you eat, laugh or talk? Just sprinkle a little **FASTEETH** on your plates. This alkaline (non-acid) powder holds false teeth more firmly and more comfortably. No gummy, gooey, pasty taste or feeling. Does not sour. Checks "plate odor" (denture breath). Get **FASTEETH** today, at any drug counter.

## STOP Skin Torment

Very first use of soothing, cooling liquid **D.D.D. Prescription** positively relieves raw red itch—caused by eczema, rashes, scalp irritation, chafing—other itch troubles. Greaseless, stainless. 43¢ trial bottle must satisfy or money back. Ask your druggist for **D. D. D. PRESCRIPTION**.

## DON'T PULL HAIR FROM NOSE

May Cause Fatal Infection

Use the **HOLLIS KLIPETTE** Rotating Scissors

You can cause serious infection by pulling hair from nose. Ordinary scissors are also dangerous and impracticable. No better way to remove hair from nose and ears than with **KLIPETTE**. Smooth, gentle, safe, efficient. Rounded points can't cut or prick skin.



So Simple  
Just turn end. Surplus hair  
comes out easily, gently.

\$1

Made from fine surgical steel  
Chromium Plated  
Guaranteed to Satisfy or Money Back

**HOLLIS CO.** • 1133 Broadway, New York 10, N. Y. • Dept. K-16  
Enclosed is \$1.00 for **KLIPETTE**. If I am not entirely satisfied, I may return it within 10 days for refund.

Name \_\_\_\_\_ Address \_\_\_\_\_

he disregarded the unwritten law against barnstorming, so he hit upon a clever compromise. In 1903, a year before he ran again, Roosevelt made a cross-country tour and laid the groundwork for his election in hundreds of whistle-stop speeches.

William Howard Taft was the first President who barnstormed openly during the Bull Moose split in the Republican party in 1912. They still tell a story that is supposed to highlight the effectiveness of whistle-stopping in the hinterlands. At Grand Forks, North Dakota, Taft had a chicken dinner with the townspeople who, of course, never before had eaten with a President. They put on their very best manners and picked nervously at the chicken with their knives and forks without making much headway. Taft looked around, took a chicken leg in his hand and boomed: "This is the way we do it in the White House."

The incident was reported to have made a profound impression in that part of the country, but the sequel to the story is more illuminating. North Dakota voted for Woodrow Wilson.

After Hughes' disastrous experience in California in 1916, most candidates cut down on whistle-stop campaigns to steer shy of tricky local situations. The three Presidential elections in the 1920s were pretty tame affairs with Republican landslides foregone conclusions. Calvin Coolidge set an all-time record by making one laconic pronouncement in 1924. "I am for economy," he said. "After that, I am for more economy."

**T**HE entire pattern of campaigning was revamped again in 1932 by Franklin D. Roosevelt—and radio. Roosevelt, one of the few candidates who reveled in the excitement and the give-and-take of barnstorming, was received so enthusiastically on a nation-wide swing that Hoover was forced to take to the stump in a last-ditch attempt to turn the tide. There is little doubt, however, that Roosevelt's impact on voters would have been equally strong during the depression had he concentrated on radio, which then represented as radical a development in mass communications as TV does today.

Roosevelt was enormously effective on the radio and went on a whistle-stop tour in 1936 just to keep his hand in the business. In 1940 and 1944, the pressures of war and considerations of health limited his campaigns to a half-dozen major speeches. Truman in 1948 probably waged the last full-scale barnstorming trip we'll ever see. Although a pedestrian performer on radio and TV, Truman's extemporaneous speeches had a vigorous quality which influenced votes.

Since 1948, the emphasis in national campaigns has been shifted to TV, of course. As we mentioned earlier, Truman traveled 31,500 miles and made 350 speeches heard by seven million people. Today, a candidate appearing before the cameras can reach an audience of 100,000,000 tuned in to the 40,000,000 sets

## CHATTANOOGA LODGE WAS THE WINNER

In our "Convention Camera" photograph page that ran in the September issue we showed the 1956 National Championship Ritualistic Team but mistakenly credited the winning lodge to Memphis, Tenn., rather than Chattanooga Lodge that actually carried off the honors. For some reason, the picture was taken by a Memphis photographer, which was the cause, but certainly not an excuse, for the error.

in operation. TV must take the rap for a number of abuses, but it is going a long way toward squaring accounts with the public through the distinct improvement it has brought about in the political climate.

It is no secret that most Presidential candidates disliked the whistle-stop campaign and suffered it only as a price that had to be paid for election. It was an exhausting ordeal bouncing around the country, smiling toothily whenever a dozen people congregated, turning on the charm for local politicians and parrying an incessant stream of questions. The physical inconvenience was outweighed, though, by another, more disturbing aspect of the whole thing.

Regardless of party affiliations, it must be conceded that the overwhelming majority of nominees for the Presidency have been men of high character. Barnstorming compelled them to make compromises with political expediency which were offensive to their sense of integrity. In the morning, they made a pitch for the farm vote at a stop-over in a rural area. In the afternoon, they rolled into an industrialized section and appealed to the labor vote. At night, more often than not, they attended a banquet sponsored by heavy contributors to the campaign chest and played up to business interests. Inevitably, there were contradictions and reversals of policy which later embarrassed them. Under the circumstances, it was difficult for a candidate to present a straightforward program and stick to it.

Television ruthlessly exposes weasling, confusion and hedging. Tired clichés in defense of motherhood, the home and the flag may sound inspiring in the infectious excitement of a crowded auditorium, but they fall with a frightful thud when three or four people are listening to a TV speech in a quiet living room. To hold a TV audience, a candidate must discuss, honestly and boldly, contemporary problems that are getting more complex and controversial all the time. A man who would be President cannot be true only to his convictions and if he fails to project his absolute sincerity through the electronic tube he will be remembered in history books only as an also-ran.

The whistle-stop campaign is doomed



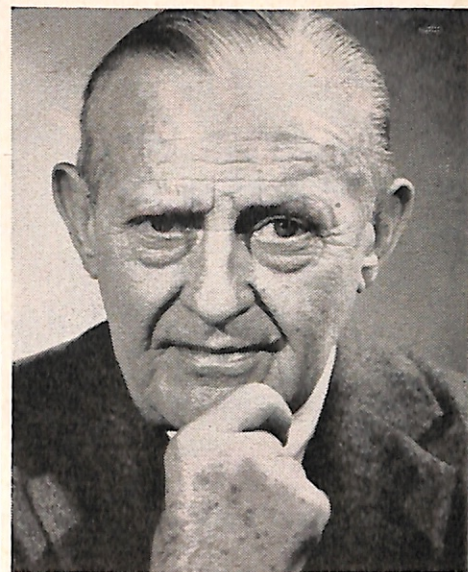
to eventual extinction by another facet of television—the staggering cost. This year, both major parties are spending about three million dollars apiece for TV time on national networks and local stations. Back in 1952, when TV rates were pegged appreciably lower to the 17,500,000 sets in use, Senator Paul H. Douglas of Illinois estimated the overall cost of a Presidential campaign was \$6,000,000. Hauling, feeding and watering more than a hundred reporters, commentators, photographers, technicians and hangers-on in the campaign train is an expense neither the Republicans nor the Democrats can continue to meet on top of the mounting bill for TV. Given a choice between the campaign train and TV, they must go along with the latter. You can't beat the figures. One network speech draws ten times as many voters as two months of barnstorming.

Both national committees probably will continue to go through the motions of putting on whistle-stop campaigns purely to bolster state organizations. A popular Presidential nominee can help to elect Congressmen and Governors by appearing with them in public and giving them nice sendoffs in speeches designed for local

consumption. By the same token, loyal party workers are given booster shots of morale when they meet the Great Man in person. But, as we've seen, big, noisy bandwagons have no influence on the independent voter who elects or rejects the candidates.

On only one count will the passing of the whistle-stop campaign be mourned. It was a red-letter day when the Campaign Special rolled into a small town and the air suddenly was supercharged with a sense of big, impending events. Schools, stores and factories closed, everyone went down to the depot to see the flags flying, hear the bands blaring and, if he was lucky, catch a few words uttered by the man who was introduced by His Honor, the mayor, as "the next President of the United States."

Sure, it was invigorating, but after the bunting was put in mothballs until the next celebration, the people went home and discounted the showmanship and the platitudes. Come Election Day, they voted for the candidate who presented the best and clearest program for national progress and prosperity. That's the way it always has been and, we hope, it always will be.



## To The Man With HERNIA Who Can Not Submit To Surgery

The man condemned to live with rupture, all too often faces a grim future.

There is only one known cure . . . and that is surgical correction. Yet, for many, this relief must be denied or delayed for any one of a variety of reasons. It is to this group of unfortunate persons that this message is directed.

There are two choices—to wear a truss, or not to wear one. But, since hernia never heals itself, and generally continues to become more severe, the second choice is eventually eliminated. That leaves only one question in the mind of the hernia sufferer: "What kind of a truss should I wear?" Until recently there was little choice. Most trusses all looked alike. They consisted of a leather covered steel spring which snapped around the hips, firmly pressing an unyielding pad against the hernia opening. Many hernia victims chose to be semi-invalids and risk danger of strangulation, rather than wear a truss.

### Now a New Way to Support Hernia

Less than two years ago a man who had suffered from hernia himself for many years devised a new kind of support. It was so totally different from other trusses that the United States government recognized its exclusive design by granting him a patent.

Now this new device is available to hernia sufferers everywhere. It is revolutionary. There are no steel springs. No leather. No hard, gouging knobs. No unsightly bulk. "RUPTURE-GARD," as this new hernia support has been named, is suspended from the waist. There are no cruel straps, bands or springs around the hips to chafe and rub. It is as comfortable to wear as a pair of trousers—and just as easy to slip on or off.

There are no complications—such as ordering a "double," "right" or "left." RUPTURE-GARD takes care of all reducible inguinal hernia, providing safe protection for the person with double hernia, and desirable "balanced" pressure for the person with hernia on just one side.

The broad, flat pad is molded from firm, yet comfortable foam rubber, covered on the top by strong nylon mesh for cool comfort and complete washability.

You'll like RUPTURE-GARD. If you have hernia—or know someone suffering from this affliction—won't you do yourself a real favor right now, and mail the coupon below? There's absolutely no obligation—and you'll get the complete facts on RUPTURE-GARD by return mail, in a plain envelope!

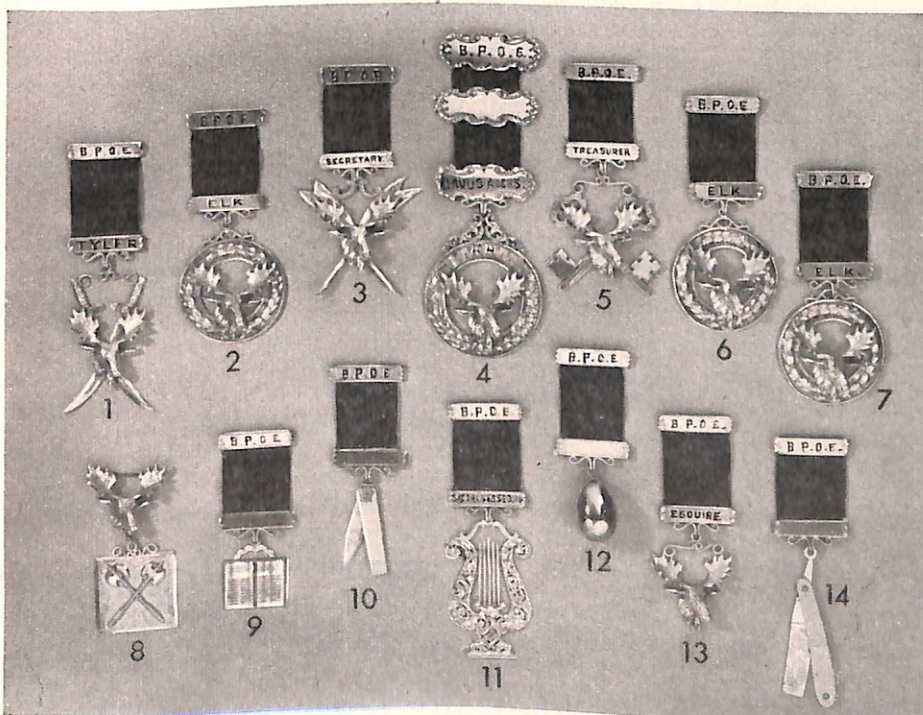
THE KINLEN CO., Dept. EK-106W  
809 Wyandotte, Kansas City 5, Mo.

### TEAR OUT AND MAIL THIS COUPON NOW!

The Kinlen Co., Dept. EK-106W  
809 Wyandotte St., Kansas City 5, Mo.

Rush me in a plain envelope, full information about RUPTURE-GARD. I understand there is absolutely no obligation on my part.

Name \_\_\_\_\_  
Address \_\_\_\_\_ Zone \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



In our May issue this photograph of a set of historic Elk silver jewels dating before the turn of the Century was published with the request that anyone having a knowledge of the use of the jewels numbered 8, 10, 12 and 14 advise the Magazine, since they were unidentified and further information would be appreciated. As a result, Brother Leo C. Gavan, Secretary of Phoenix, Ariz., Lodge, wrote pointing out that the jewels in question were in use for the then current "horseplay" part of the initiation involving tests of the senses—seeing, hearing and tasting. For example, No. 10, the pocket

knife, was presumably for a test of feeling and No. 12, an egg, to test the sense of smell of the candidate. As Brother Gavan points out, each person giving a test no doubt was invested with one of the jewels.

This set of fourteen jewels was forwarded to the Magazine last spring by District Deputy Frank G. Payne, Jr., of Roanoke, Va., Lodge, and is now displayed in a specially made case at The Elks Magazine office, 386 Fourth Ave., New York, where the jewels will be preserved until such time as the Grand Lodge establishes a place for Elk memorabilia.



# Elks



# WORKSHOP

**Power tools pay-off in time, effort and fun.**

**BY HARRY WALTON**



**U**NLESS you're determined that everything you build be hand-hewn, power tools offer you very real advantages. Here are some of them:

- **More workshop time.** Power tools can stretch your leisure hours and make faster work of necessary repair chores. You get more done by power. A circular saw, for instance, cuts through a two-by-four in a tenth the time an expert can by hand.
- **Better craftsmanship.** When you drill a hole on a drill press, it is square to the work surface. So is a cut made on a table saw. You gain accuracy because it's built into good power tools.
- **Trade techniques.** Workmanlike joints that you might hesitate to tackle with hand tools, as well as special effects like shaped edges and recessed panels, can be achieved readily on machines.
- **Wider horizons.** Ornamental jigsawing is a fascinating hobby, leading to such skilled work as marquetry and inlay. Carving can be done by power; your eye and skill provide the guidance. On a lathe—a tool so thrilling that old-world kings made a hobby of it—you can transform pieces of wood into legs, bowls and columns by the art of turning.

These advantages add up to something

else—fun. It's thrilling to do a thing well, especially when you can do it that way the first time. With power tools, you can.

You don't have to start out as an expert. With ordinary attention and practice you soon become one. You can learn all you need to know in several ways. The manual you get with a new tool, books, magazine articles, and friends who have such tools already are likely sources. (See *"How to Get Along With a Circular Saw"*, Elks Workshop, October, 1955). Given the same common-sense thought you'd apply to driving an automobile, a power tool is a safe and sane home accessory.

**WHICH TO BUY FIRST** depends on the kind of woodworking you most want to do. The following brief run-downs on the most popular power tools and combination power tools may help you decide.

**Circular Saw.** Also called the bench saw, table saw or floor saw, this is essentially a circular blade mounted under a metal work table, which has means for feeding stock into the saw in a straight line. Either the table or the blade can be adjusted to determine both the depth of cut and the angle of cut.

On this machine you can rip narrow boards out of wide ones, saw panels to size out of sheets, and cross-cut stock to length. Not only wood, but also composition board, plastic-faced sheets, wall-board and many other materials can be cut with appropriate blades. The circular saw is a great time and labor saver because cutting to size is often the biggest and most tiresome part of a job.

But it will do more. Want to cut a rabbet (a step along an edge) to set another part into? Two passes on the saw will do it. Need dadoses (wide cross grooves) to notch cross members such as shelves in? A few saw passes for each, plus a little easy chisel work, produces them. With a special blade setup called a dado head, you can make each in one pass.

**Drill Press.** This has a vertical motor-

driven spindle that can be raised or lowered by a hand lever. At the bottom end of the spindle is a drill-holding device (chuck). The table can be raised or lowered and locked at any height, and also tilted at an angle.

The drill press is primarily for making holes quickly, easily and accurately in wood, metal and almost any other material. In it you can use twist drills or machine augers. Adjustable hole cutters will cut large openings smoothly, or by a bit of reverse English, produce neat round disks if you want them.

The drill-press table makes it easy to clamp two pieces of stock together and drill through them both at once. When screws, bolts or dowels are inserted, the parts are sure to be aligned exactly as they were clamped. Boring at an angle is easily done by tilting the table. End boring in long pieces of stock can be done by swinging the head of the machine over the edge of its support and turning the table to a vertical position under it.

With inexpensive accessories, a drill press does many other operations. Tools can be sharpened on a small grinding wheel. A midget sanding disk flat-sands wood, a rotary planing head will smooth rough stock or bring it to thickness. Sanding drums can smooth curved parts. With shaper cutters, a drill press can form molded edges. Routing bits spun at high speeds will form recessed parts or carved areas.

**Wood-turning Lathe.** Perhaps the earliest of all power tools, this is a machine that turns a piece of stock while a sharp tool is held against it. The modern lathe has a horizontal body or bed, with a spindle rotating in a headstock at the left-hand end, and a nonrotating spindle or center fitted to an adjustable support at the right-hand end.

Held in the hands, the chisel-like tool is supported near its working edge on an adjustable rest. Long work is mounted on the rotating spindle at one end and the stationary one at the other. For turning trays, bowls, and similar large-diameter

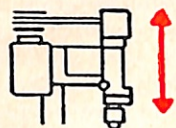


pieces, stock can be mounted on a flat disk or faceplate.

Other uses for the lathe are making



# Engineer "Scoops" Power Tool Market with **3-D MAGIC BOOM!**



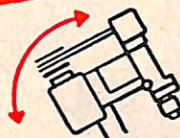
## THE BOOM RAISES

—or lowers—locks at any height from table top to 20" above table, 34" above shelf, 56" above floor. When horizontal booms slide to and fro.



## THE BOOM ROTATES

—swings the power head 360° in a complete circle—locks in any position. Work any place on table top or on material at side of table.



## THE BOOM TILTS

—locks in position at any angle from vertical to horizontal. Permits operating at any angle or at any compound angle to work.

No more hodge-podge assembly of separate tools in one table. No more lack of precision. No more time lost in "changeover" from one tool to another. No more limits on usefulness. In one brilliant stroke of design a leading automotive engineer stunned the power tool industry with the "MAGIC BOOM"—an invention so amazing it is almost impossible to describe. Here, for the first time, the home craftsman is given a tool that works in THREE DIMENSIONS—a single tool that converts—in seconds—into any one of ELEVEN BASIC TOOLS having 126 different uses.

**Sent for FULL 30 DAYS' TRIAL**  
...to use in your own workshop  
**ENTIRELY AT OUR RISK!**

The Three Dimensional flexibility of the "Magic Boom" was made possible by the invention of a PINCH-LOCK, PIVOT-BLOCK Bearing. There are only two controls. The Magic Boom can be released or locked tight with a single hand wrench in two seconds. It is this which permits raising or lowering instantly—sliding to and fro, instantly—rotating...swinging 360° in a full circle—or tilting and locking at any angle to the work—even at compound angles. It is this that permits a speed in changeover that gives the MAGIC BOOM the usefulness of ELEVEN BASIC Single Purpose Tools. And then—it is PORTABLE! Yes, the "Magic Boom"—in three parts—can be put in the

trunk of your car for use at a summer cottage or on a distant job. A perfect tool for the beginner—one you can grow with—and a superior tool for the experienced home craftsman.

Prove these claims at our risk! Anyone can make claims. And—because our claims are so extraordinary—we refuse to sell a single Paramount Tool to anyone until after it has been used for 30 days on trial. So, we put the Paramount Woodworker in your workshop for 30 days' use. We prepay freight to your door. After 30 days' use, we'll even pay the return freight if you decide to return the tool. No obligation to buy whatever. No salesman will call. You will be the sole judge.

**SEND NO MONEY...JUST YOUR NAME!**

Get the pictures, descriptions, specifications we will gladly mail to you free and postpaid. Compare the prices and terms with any tool you've ever heard of. Then decide if you want to take advantage of our 30 day Trial Offer. No money is needed. There is no charge for this information now or at any other time. Just your name on the coupon brings all the surprising facts. Mail the coupon today. What you receive in the mail will give you one of the most eye-opening experiences of your life.

**PARAMOUNT WOODWORKER**  
1644 W. Lafayette Blvd., Dept. 610, Detroit 16, Mich.  
**DEALERS: Write for Information**



**3<sup>RD</sup> DIMENSION**  
Triples Uses!

The Paramount Woodworker and its available accessories has 126 uses and works with precision on wood, metal, even ceramics. Converts—in seconds—to any of these 11 Basic Tools.

- 1. SAW.** Table saw in tilt-table operates at any angle to 45°. Retractable saw for plunge cut.
- 2. DRILL PRESS.** Magic Boom permits radial drilling in any position on or off table—angle drilling—round stock drilling—compound angle drilling—and index drilling.
- 3. HORIZONTAL DRILL.** Micrometer adjustment assures precision and drilling of any length of work.
- 4. LATHE.** Capacity up to 31½" in length. Magic Boom permits straight or angle turning. Face plate fits either end of spindle.
- 5. SANDER.** Disc Sander operates at any angle to 45°, also operates as Oscillating Sander. Converts to Drum Sander.
- 6. SHAPER.** Quickly adapts to Contour Shaper or Straight Shaper.
- 7. ROUTER.** Can be used for straight and contour routing.
- 8. MOLDING AND DADO MACHINE.** Dado slot separate from saw slot. Dado and Molding Tool operate on other end of spindle.
- 9. INVERTED SURFACE GRINDER.**
- 10. METAL CUT-OFF TOOL** replacing saw with abrasive wheel permits cutting metals of any hardness—even ceramics.
- 11. GLUE PRESS & SURFACE PLATE.** Both fixed and tilt-table top are heavy cast iron. Blanchard ground to furnish permanent surface plate. Working height 36" above floor. Lathe height 42" above floor, as recommended by school and industry.

**PARAMOUNT WOODWORKER**  
1644 W. Lafayette Blvd., Dept. 610,  
Detroit 16, Michigan

**FREE! MAIL NOW**

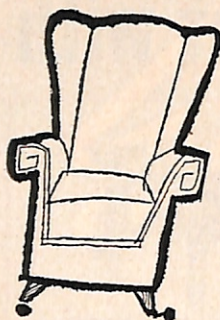
Without cost or obligation to me, please send 'Paramount Power Tool' Picture Folder and complete details of your 30 DAY TRIAL OFFER. Everything you send me now is FREE and no salesman will call.

Name \_\_\_\_\_

Address \_\_\_\_\_

City & Zone \_\_\_\_\_ State \_\_\_\_\_





## Loose Castor?

Anchor it with *New Plastic Wood*. Makes a permanent fix that won't crack, chip or peel. And *New Improved Plastic Wood* has a finer grain—minimum shrinkage! Takes stain with excellent results.

Handles like putty—hardens into wood.

NEW "PLASTIC WOOD"

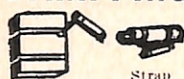


## OWN a Business

If employed, start part time. Alert dealers can gross \$5 hourly profit plus \$3 on EACH serviceman. Clean, revive, mothproof rugs & upholstery on location. No shop needed. We locally train and assist you. Nationally advertised world-wide service. Quickly established. Easy terms. Send today for FREE booklet. No obligation.

Duraclean Co., 6-540 Duraclean Bldg., Deerfield, Ill.

## STRAPPING & BALING KIT



\$1.25

plus 25c p.p.

Govt. Surplus. Tremendous Value

You Get • Double Tray Self Measuring Metal Canister • 100 Ft. of steel tape • Ratchet Tightener • Buckles, Pins, etc. • Full Instructions.

Use For • STRAPPING CASES—BALES—TRUNKS—CARTONS and BOXES. • Strapping Asbestos and Insulation • Trees and Shrubs • In Factory, Home and Store for General Repairs, Gluing, etc.

Send only \$1.25 plus 25c pp.

SCOTT MITCHELL HOUSE, 611 Broadway Dept. NS-110, New York, N.Y.

## FOR BIG MEN ONLY!



Sizes 10 to 16 Widths AAA to EEE

We SPECIALIZE in large sizes only... sizes 10 to 16; widths AAA to EEE. Low-Tops; Wing Tips; Hand-Sewn Mocassins; Cordovans; Dress Oxfords; Work Shoes; Sox; Slippers; Rubbers. Enjoy the finest in fit, comfort, style at amazingly low cost. Mail only. Write TODAY for FREE Style Book!

KING-SIZE, INC.  
911 Brockton, Mass.

## Midwest FOLDING BANQUET TABLES



\* EASY TO SET UP!

\* STORES COMPACTLY!

A style and size for every need

Midwest

When your church, school or club needs folding banquet tables, be sure to see the magnificent MIDWEST Line before you buy. No other table offers you so many value-packed features at true budget prices.

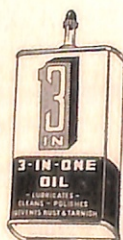
Write for FREE catalog, today!

FOLDING PRODUCTS  
Dept. 32J  
ROSELLE, ILLINOIS

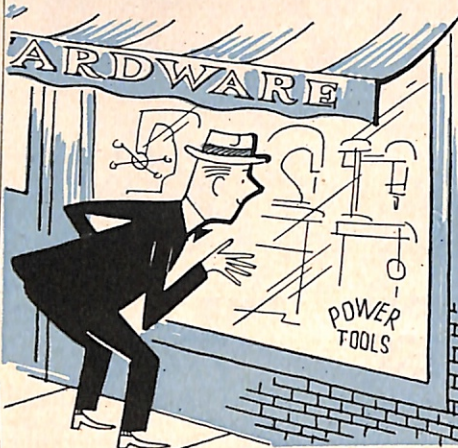
## Prevents rust!

3-IN-ONE Oil is the perfect way to protect planes, chisels, other fine tools. Forms a lasting shield of rust protection and leaves no gummy deposit.

"3-IN-ONE" OIL



dowels out of square sticks (with a special cutter not unlike a pencil sharpener), sanding with abrasive-covered cylinders, and metal spinning. This is a fascinating



craft by which flat disks of soft metal are drawn into three-dimensional forms such as vases, trays, bowls and even balls.

**Bandsaw.** This cuts by means of a saw-toothed steel ribbon running like a belt on two big wheels. The work table can be tilted for angle cutting. It is basically a curve-cutting machine. Wheels, rockers, decorative valances and cabinet fronts are simple work. The classic cabriolet leg can be made with two bandsaw cuts at right angles to each other. If you plan to build a boat, the bandsaw is almost indispensable.

It will also do resawing (cutting thick wood into thinner pieces). But because its blade is narrow, the bandsaw is not as accurate for straight-line work as the circular saw. Although you can rip, crosscut, and cut standard joints on it, the work takes more care and skill.

**Jigsaw.** A narrow blade mounted in this machine is given a rapid up-and-down motion. Blades are cheap and easily changed, and because very narrow ones can be used, the jigsaw will do finer work and turn much sharper corners than the bandsaw. This adapts it to cutting delicate fretwork, jigsaw puzzles, and fine inlay work. With heavy blades the larger jigsaws will cut stock up to 2" thick.

The jigsaw is probably the safest wood-cutting power tool made. With suitable briefing, even a youngster can be allowed to use it. It is just the thing for making bird houses, small gift items, Scout projects and the like.

**Power Sanders.** If you want to buy only two power tools to start with, it is hard to beat a table saw and a disk-belt sander as a team. The disk part of the sander is a round metal plate on which abrasive paper is held by a bonding agent. The belt section consists of two rollers on which travels an abrasive belt. This part usually has a fence that can be set for sanding at an angle. The disk has a table that can also be tilted, and is grooved to fit a miter gauge.

A power sander will do more than smooth wood. You can cut a disk or

curve roughly and then sand it quickly and precisely to outline.

**Combination Tools.** Want to buy these machines as a package? One of today's most ingenious inventions is the combination power tool. This converts into several machines. You can saw wood to size, sand it smooth, drill it, or turn it by switching from one to the other.

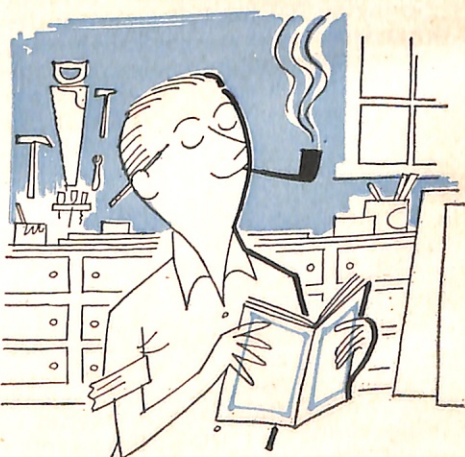
A single shaft or arbor in these setups is driven by a powerful motor, with provision for shifting belts or altering pulley ratios to give several shaft speeds. One such tool is basically a lathe, which swings up on a hinge to form a drill press. With a slotted and grooved table mounted on it, the lathe becomes an effective circular saw. An extra support at the farther end of the lathe bed provides an unusually large work-holding surface.

Another combination tool starts out as a radial-arm saw—a circular saw that slides *above* a table, the work being held firm beneath it. The working head swings down to become a drill press or, with a tailstock, forms a lathe.

Still another combination tool with 11 uses comes set up as a drill press. The column is hinged. Swung down horizontally, it forms the bed of a lathe. With a tilt table in position, it's a large-capacity saw or a disk sander. With the motor outside the table, it becomes a horizontal drill. This is a feature of special interest, making it easy to drill holes for dowel joints in the edges and even ends of large pieces, an otherwise difficult job. In addition to the five tools described there are six other basic tools in this machine.

Naturally a combination tool costs more than a single-purpose machine. But it offers a lot of utility for its price, and it saves on floor space—no small consideration if shop space is tight. The last-described machine can be dismantled into three parts for carrying in a car.

Since it comes on its own stand, a combination tool may save you the cost of building or buying an extra bench. Single-



purpose tools should be securely mounted on sturdy stands. You can buy these ready made, make your own by bolting purchased metal legs to a wooden top and shelf cut to suit, or build them of two-by-fours.



# Editorial

## MEASURE OF SERVICE— MARK OF INTEGRITY



If one reads the business papers serving the advertising industry, it immediately becomes apparent that magazines, including this publication, using space in these papers to reach the country's leading agencies that are responsible for investing their clients'

appropriations concentrate mainly on two salient points: the quality of their readership as to buying power and the number of their readers.

The Elks Magazine, which is vitally interested in national advertising as a source of revenue for use of the Order, can readily prove through surveys made by independent, recognized research concerns what every member of the Order knows—that the Elks in general are established family men with exceptionally high average income.

But to establish beyond question the second point—number of subscribers—the Magazine turns to the Audit Bureau of Circulation, known since 1914 for its integrity in maintaining ethical, independently audited circulation reports.

A reader may reasonably ask, "How does that concern me? Isn't ABC entirely a sales matter between magazine publisher and advertiser?"

On the contrary, the national advertising received through our ABC recognition permits the Order to publish for the benefit of every member a fraternal magazine of higher quality—still obtaining vitally needed revenue—than otherwise would be possible in view of our rising production costs for many years.

In fact, all national magazines that our members read are better for their ABC standing, because if their quality declines, readership loss will quickly be exposed in ABC reports. Yes, The Elks Magazine, as an integral part of the publishing industry, is proud to merit the ABC symbol.

## GENTLEMEN



It seems to us that we have developed a better interpretation of what constitutes a gentleman than Noah Webster gave us when he described a gentleman as:

"A well-bred man of fine feeling, good education and social position, a man of refined manners."

Whatever he meant by "social position" we feel that we have gentlemen who can lay no particular claim to "social position", as that term is generally understood, and also that "refined manners" need not be a requisite.

The President of Republic Steel Company was not stopped by Webster's limitations when he said at the close of his conference with the union leaders:

"They are tough but they are gentlemen."

We like to feel that there is coming to be a more and more general acceptance of Cardinal Newman's description of a gentleman as "one who never inflicts pain."

In broader terms the Cardinal said:

"The true gentleman carefully avoids whatever may cause a jar or jolt in the minds of those with whom he is cast; all clashing of opinion, or collision of feeling, all restraint, or suspicion, or gloom or resentment; his great concern being to make everyone at their ease and at home. He has his eyes on all his company; he is tender toward the bashful, gentle towards the distant and merciful toward the absurd. He is seldom prominent in conversation and never wearisome. He interprets everything for the best."

## WHO ARE THE ELKS?



That is a question advertisers or advertising agencies ask of The Elks Magazine sales representatives.

Here are some of the facts they seek and value.

**The Elks' median annual income is \$6,740.**

**The national median is \$3,400.**

**93 per cent are married—77 per cent own their homes.**

**93 per cent own one or more cars—a total of 1,263,475 cars.**

**50 per cent own their own business or are professional men.**

**82 per cent travel while on vacation—average distance 2,164 miles.**

**42 per cent travel on business.**

Each copy of The Elks Magazine is read by 1.2 additional persons, making a total audience of 2,233,630 readers.

## OUTSTANDING RESPONSE

No American citizen has a more thorough knowledge of the unceasing efforts of the Communists to undermine this country than J. Edgar Hoover, Director, Federal Bureau of Investigation, and it is quite understandable that his article "Communist 'New Look'—A Study in Duplicity" which he wrote for our August issue spontaneously provoked an extraordinary response. This issue was out only a few days before the All-American Conference to Combat Communism requested reprints for general distribution, and this was quickly followed by inquiries not only from readers, but also organizations.

To name only a few: W. C. Shaw, Chairman of the Board of G. C. Murphy Company, one of the country's largest chain stores, requested permission to reprint the article for distribution to employees; Robert E. Walton, Fourth District, American Legion, Tacoma, Wash., widely distributed the article. The New York "Journal-American" and St. Mary's, Pa., "Press" published lead editorials.

Mr. Hoover's solemn warning about the danger of being complacent or deluding oneself that the Reds have in any way changed their fundamental approach, most certainly was timely. It was most gratifying to have re-affirmed through correspondence following Mr. Hoover's article that there is a substantial serious-minded group of Americans who are in no way deluded by a Soviet change-of-coat.



# STOP SAYING "I CAN'T AFFORD TO RETIRE"

By NORMAN D. FORD

author, "Where to Retire on a Small Income", "How to Earn an Income While Retired", "Norman Ford's Florida", founder of the Globetrotters Club

**I**F THERE is anything I have found out in traveling up and down this country it is that it costs less to retire than you may think it does—provided you know where to retire.

As founder of the Globetrotter's Club, I made it my business to discover low cost beauty spots all over the world. And I also learned that right here in the U.S. there are hundreds of undiscovered towns, islands, and bigger communities which are just right for the man or woman who wants to retire now and has only a small amount of money. Here are just a few of them.

## Do You Know Where to Find These Best Retirement Values in the U. S.?

### If You Like an Island

Which is the New England find of the year? That wonderful Maine island which is not only a retirement center because living costs are so low they attract many who otherwise could not afford to retire, but a real find in New England towns, for it's 10-15 degrees warmer here in winter than on the mainland (and 10-15 degrees cooler in summer)?

Which is the town for the lucky few? "You sent me to the perfect island," a woman wrote me. "This island is so perfect, take it out of your book and let's keep it for the lucky few." Plenty of seafood here for the picking. Vegetables grown all year round. Warm winters due to nearby Gulf Stream. Low building costs; you can erect your 3-5 room cottage for \$3500-\$5000.

### Do You Prefer the Theatre and Music?

Which town do people call the most "cul-

tural" small town in all America? It's a friendly town in North Carolina with a cosmopolitan retired population. Cool summers (1500 feet high), warm winters. Little Theatre, art and music club, library, TV. Or consider that wonderful mountain health spa, farther west, completely surrounded by a national park. A grand recreation centre for every type of sport and pastime, where there's something to do every single day of the year.

### What About Florida?

Where do you get the most sunshine in Florida, the friendliest towns, the lowest prices? Which is the still unknown section, where you can still buy Florida property at reasonable prices? Where do you find the best chances to pick up extra income? Which are the best Florida communities if you want a job with a future or a business of your own? Which are the best towns for a short vacation or a few weeks' rest? What's the one easy way to cut your vacation costs in the town you choose?

### Do You Prefer the Southwest?

Do you know the favorite retirement spot in all the Southwest for those who like a Little Theatre, art galleries, etc? In which Southwestern town does the sun actually shine 85% of all daylight hours? Which is the best town in Texas if you want plenty to do and cool summers? Can you find low, low prices anywhere in Arizona or New Mexico?

### or America's Pacific Coast?

Which is the most beautiful town in all California? Nothing has been allowed to detract from the beauty of this landscaped hillside community with its Old World appearances. Prices high, but better bargains available nearby.

Where can you find the most healthful climate in the world? University experts name a town in Washington State. It lies in a unique dry belt, where there are green fields most of the year. Army, Navy, and seafaring men have found it already and retire here on a small pension. Golf, tennis, bowling, fishing, hunting, boating, TV. Many part time jobs.

Of course, these are only a handful of the hundreds of beauty spots, hideaways, and larger communities in the U.S., where you can retire now on little money and enjoy yourself completely. The best of them are described in *Where to Retire on a Small Income*. And while this book has a chapter on Florida, if you're thinking of Florida, get *Norman Ford's Florida* as well. It's a big complete guide to everything you seek in this big state. Both books are described below and in the column to the right.

## WHERE TO RETIRE ON A SMALL INCOME

**T**HIS book selects out of the hundreds of thousands of communities in the U.S. and its island territories only those places

where living costs are less, where the surroundings are pleasant, and where nature and the community get together to guarantee a good time from fishing, boating, gardening, concerts, or the like. The book never overlooks the fact that some people must get part-time or seasonal work to pad out their incomes.

It covers cities, towns, and farms throughout America—from New England south to Florida, west to California and north to the Pacific Northwest. It includes Hawaii, Puerto Rico, and the American Virgin Islands. Some people spend hundreds of dollars trying to get information like this by traveling around the country. Frequently they fail—there is just too much of America to explore.

*Where to Retire on a Small Income* saves you from that danger. Yet the big new edition costs only \$1.

## WHERE WILL YOU GO IN FLORIDA?

**F**LORIDA needn't be expensive—not if you know just where to go for whatever you seek in Florida. And if there's any man who can give you the facts you want, it's Norman Ford, founder of the world-famous Globetrotter's Club. (Yes, Florida is his home whenever he isn't traveling!)

*His big book, Norman Ford's Florida, tells you first of all, road by road, mile by mile, everything you'll find in Florida whether you're on vacation, or looking over job, business, real estate, or retirement prospects.*

Through his experienced advice you learn exactly where you can retire now on the money you've got, whether it's a little or a lot. (If you need a part-time or seasonal job to help out your income, he tells you where to pick up extra income.) Because Norman Ford always tells you where life in Florida is pleasantest on a small income, he can help you take life easy now.

If you're going to Florida for a job with a future or a business of your own, his talks with hundreds of businessmen and state officials, etc., lets him pinpoint the towns you want to know about. If you've ever wanted to run a tourist court or own an orange grove, he tells you today's inside story of these popular investments.

Yes, no matter what you seek in Florida, this big book (with well over 100,000 words and plenty of maps) gives you the facts you want. Price—only \$2, only a fraction of the money you'd spend needlessly if you went to Florida blind. Use coupon to order.

## HOW to EARN an INCOME WHILE RETIRED

**I**N this new handbook of easy and profitable retirement ideas, you'll find many that will really excite you and give you the income you need for early retirement.

Few people know all their rights under Social Security and how much they are entitled to receive. One big section of *How to Earn an Income While Retired* details how you can guarantee receiving the largest possible income.

Thus, every plan in this big book considers your own special circumstances: whether you want a job or a small part-time business of your own, whether you want to earn an income from a hobby, if you have a social security income, etc. Price, only \$1.50.

Mail to HARIAN PUBLICATIONS, 18 Spring St., GREENLAWN (Long Island), New York

I have enclosed \$..... (cash, check, money order). Please send me the books I checked below. You will refund my money if I am not satisfied.

- ... Where to Retire on a Small Income. \$1.
- ... Norman Ford's Florida. \$2.
- ... How to Earn an Income While Retired. \$1.50.
- ... Special offer: all 3 books above for \$4.

Print name.....

Address.....

City & State.....





*Double-Barreled Pleasure!*

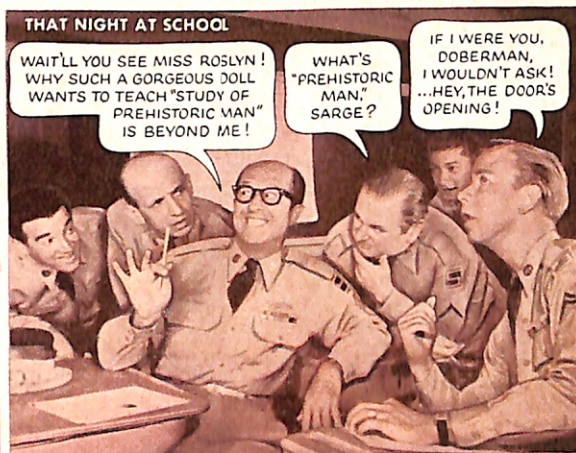


For the taste of your life  
..."Go First Class"  
with Miller High Life!

THE CHAMPAGNE OF BOTTLE BEER



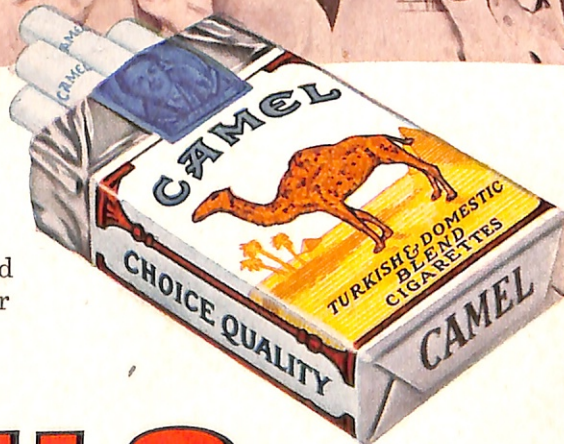




R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

See why Camel's the best-liked cigarette today!

Try a pack—or get yourself a carton. You'll really enjoy Camel's good, rich taste and smooth mildness. And you'll see why more people stay with Camels—year after year—than any other cigarette of any kind.



Only **CAMELS**  
taste so rich—yet smoke so mild!